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MACLEAN'S

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**RUSSIA HAS CRUSHED
ONE NEIGHBOUR
WHO'S
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'RCMP informant Mubin Shaikh wants a raise? I think that's called a Shaikh-down.'

ANTI-DEFAMATION RULES

LEENA CH. SAMRAJ's excellent article about Islamic states using the United Nations to start international "anti-defamation" rules is long past due and should be widely disseminated ("Spitting fire through globally," World, Aug. 4). The recent UN resolutions against "defamation" of religion passed by the UN Human Rights Council beginning in 1999 and then passed in 2005 by the UN General Assembly pose a gross and blatant danger to human rights everywhere, and perhaps even to freedom of religion itself. Human rights are paramount in a democracy and must not be allowed to be subverted under, or defined by, religion. UN anti-Islaphany laws making religion sacrosanct are negative and incompatible with democratic and evolutionary concepts of human rights. It is time for Canadians to take a stand, inform themselves on this extremely complex issue, and demand appropriate action from their political representatives.

Dave Wrensch Elder, St. Albert, Alta.

WITH THE WEST moving toward a goddess system of lightning speed, adherents of Islam are changing to their faith with an firm a grip as they can manage. Never before in the history of mankind has any religion been so harshly attacked in Islam has been freely of Islam is now a closed religion, freedom of speech is welcome as long as it is constructive. There is no other person served other than to hurt Muslims when derogatory cartoons of the prophet of Islam are produced. As a reporter, the Palestine diplomat quoted in your article, wretched when she said, "The cartoon issue really, really hurt Muslims around the world" and, "There are certain things that should not be said."

Syed A. Rahman, Edmonton

IN WRITING ABOUT ME in her article, your writer Laila Ch. Samraj properly states "David Harris, a former chief of strategic planning for the Canadian Security Intelligence Service, was used for remarks made on the Ottawa Islamic group CPRA holding a Canadian Islamic group to a controversial American organization." But the same group, made up of Muslims and non-Muslims came together and helped me successfully fight off the Canadian Council on American Islamic Relations' (CAIR-CAN).

label lawsuits. CAIR-CAN's statement, then, in 2002, the U.S. Justice Department named CAIR, CAIR-CAN's mother organization, an "unreliable or complicit" in the 2002 Holy Land Foundation trial in Texas. The blasphemy blamed was CAIR-CAN's World, Aug. 4, the recent UN resolutions against "defamation" of religion passed by the UN Human Rights Council beginning in 1999 and then passed in 2005 by the UN General Assembly pose a gross and blatant danger to human rights everywhere, and perhaps even to freedom of religion itself. Human rights are paramount in a democracy and must not be allowed to be subverted under, or defined by, religion. UN anti-Islaphany laws making religion sacrosanct are negative and incompatible with democratic and evolutionary concepts of human rights. It is time for Canadians to take a stand, inform themselves on this extremely complex issue, and demand appropriate action from their political representatives.



AS SUBURBAN grows, deer have less space to live, says a reader.

to the near a disease-harassing Canada's own human rights commissions for Studebaker ownership of Elora Township, Mark Krieger and others—must rights group might finally bear themselves to action. We need some explanation as to why our free-expression advocates were AMQAL when they were so desperately needed.

David Harris, President and CEO, Democracy House, Ottawa

IT'S BAMBI, OH DEER

I AM A LONG TERM, write-and-voiced columnist who read Charlie Gribble's article about the deer overpopulation problem with interest ("The Bambi problem," Nations, Aug. 4). I have watched this evolving problem for the last 20 years, and I've become frustrated with what I term "killology" (hunters' nature lovers) who don't seem to recognize the basic premise in natural populations (excluding humans)—they expand until something stops them. The robin population in my area had expanded to maintain proportion, until this spring, when a couple of youngsters decided that robin roosted just fine. How many ecosystems will the deer harm before a top predator deals with them? What will stop the deer if humans aren't given the right and the tools to do so—a virus, a disease, or a change? Any of these options means humane treatment, properly regulated hunting? I believe people who care about life are capable and willing to do this, and they ought just consider their own environmentalism when they're hunting. I'm a hunter, I'm a deer, I'm a C.

ALSOUGH YOUR STORY focused on whitetail deer in Ontario, Canada, the problem with their black-tailed deer in the West Coast. In Victoria, deer are moving into towns and are now a common sight in any of the more wooded parts of the city, but the problem in the city is nothing compared to the ecological devastation deer cause on the southern Gulf Islands. On most of the newly created Gulf Islands National Park Reserve, deer make a mockery of the park's objective of preserving biodiversity. On Meador Island, in an area designated as Garry oak meadow (an endangered ecosystem), there are no Garry oak, shrubs or meadowlands. Understory plants that should be present can only be found on the edges of the deer tracks, such as you can see in the photo. It has been said that you can measure deer in the island by counting a gas chamber because they come to stop

the leaves in need of it (see "Rats on the loose," Nations, Aug. 4). I can only shake my head at the way that government thinks. To say that the destruction of power will be to protect children is insane. Children still have their parents, family members and peers to console. Furthermore, if protecting children is the aim of the government, then why is the Ontario Lottery and Gaming Corporation pushing scratch-off and win tickets named

ASK YOURSELF, if you're a suburban backyard, why are we being overrun by deer? As more and more development takes place over the water course, where do you think these animals are going to go? The deer that there are entry into deer than there were 50 to 100 years ago is totally false. The deer animals have had their territories totally destroyed by human activities, and they are consequently pushed into smaller and smaller areas. Just remember, humans aren't the only species to inhabit the earth. So all you people who say "you're in the country" on a postage-stamp sized lot, wake up and think about the other animals whose homes you have destroyed, then stop complaining when they start wanting some of it back.

Joan Moore, Ottawa

THE "BAMBI EPIDEMIC" may soon be followed by a Lyme disease epidemic, and it is why. Thank you for alerting people to the threat in Canada, as, unfortunately, we do not hear much from our officials about it.

The illness often mimics symptoms of other diseases like fibromyalgia, arthritis, multiple sclerosis, heart and even psychiatric problems, and people often do not know they have it. The illness is not mysterious before they are properly diagnosed, if ever. In the meantime, they suffer from a slew of weird symptoms, such as pain, weakness, red swollen joints, brain fog, memory loss, paralysis, and, yes, sometimes Lyme disease can lead to death. I am going to send a copy of your article to the Ministry of Health. Maybe it will start collecting hard data and do proper surveillance across the province of infected deer and actual cases of Lyme disease. It is time to start taking this threat seriously.

Rae Mikawa, Vancouver, B.C.

WICKED GAMES

AS A VARIETY STORE owner and purveyor of caper tales, I read your article about caper companies and owner-consumer working together

to survive with interest ("Rats on the loose," Nations, Aug. 4). I can only shake my head at the way that government thinks. To say that the destruction of power will be to protect children is insane. Children still have their parents, family members and peers to console. Furthermore, if protecting children is the aim of the government, then why is the Ontario Lottery and Gaming Corporation pushing scratch-off and win tickets named



SLIMING? A power plant with doesn't protect kids, writes a reader.

after games that children enjoy playing? This was a received name game from the OLG—Singles and Ladders (as go with Binge and others), named after a game that surely is not played regularly by adults.

Russell W. Hynes, Ott.

A WIFE BY ANY OTHER NAME

IN HIS PROFILE on Liberal Leader Stéphane Dion's wife ("Justice Minister has some ideas she'd like to share," Nations, Aug. 4), John Golden mentions some of his own news doing whether to keep their last name or to adopt their husband's. But Krieger has no decision to make. For women in Quebec, the Kriegers, this is a total non-issue. Since the Quebec law changed on April 1, 1981, the past generations of married women—and men, for that matter—cannot legally change their last name due to marriage. Your birth name is your name for life. Women who married before 1981 can use their husband's name, if they wish, but it is not their name, for instance, at their birth name. And that's fine by me.

Jeffrey Ross, Longueuil, Que.

WORLD TRADE WOES

SO, THE WORLD TRADING Organization takes back again collapsed, as Andrew Coyne predicted they would ("An world trade talks

about to collapse?" I said," Nations, Aug. 4). Coyne was dead right. If all third-party countries were supply managed, a world trade center would be looking at a threefold increase in his hand bill. Obsolete prices for products from the dairy and leather industries (producing down for clothing and bedding) are only isolated because everything else is so cheap. This cannot and should not go so far. Farmers in the other agricultural fields, such as grains, oilseeds, beef, pork and others, are abandoning their industries in droves. The solution is providing a fair and reasonable income in food products is not at the WTO negotiating table, but at a reformation of our whole agricultural policy at home. It is refreshing to see this issue tackled in the mainstream press. As a result, the availability of a safe, affordable food supply delivered by a healthy agricultural industry. This profoundly affects everyone, women and child in this country.

Dell Mowen, Winnipeg, Man.

COYNE SAYS that countries should dismantle their trade barriers even if other nations do not reciprocate because consumers would see to reach. While this is true, it ignores the other side of the coin. One-sided free trade lowers consumers in the low-cost country richer, but their industries and businesses lose competitive and drag, making them poorer in the long run. One need only consider the media billions of official subsidies (in form of rent free trade) that exist in the U.S. and France that are a major component of the grinding poverty in parts of Africa. A sort of counter-vailing duties would then run through markets, which would be a win-win for free trade, African countries. We want to hear from the economists on this one.

Frank Cox, Burlington, Ont.

BRINGING UP BIAS

WHEN READERS you say about the "White people who live in their houses on their heels" ("White pride move," Nations, Aug. 4), I found it disturbing that the celebrities would take children away from their mother for her beliefs, whether or not they conform to our thinking. When we see the mothers when Mr. and Mrs. White took their children—what? Or Mr. and Mrs. Middle East to be honest as they were and (and I'm not) I certainly do not come to harm and discrimination and don't always agree with what parents teach their kids, but where do we draw the line? Cheryl M. Schmidt, Windsor, Ont.

NATURE-CHILD REUNION

I APPRECIATED Zachary Smith's article on our children's declining level of environmental literacy ("How can a third computer

ART BY PHOTODISC

PHOTOGRAPH BY TONY FRANKS

PHOTOGRAPH BY TONY FRANKS

PHOTOGRAPH BY TONY FRANKS

with Yoda!" Nature, Aug. 4). However, I was disappointed to see no mention of one of Canada's leading environmental education programs, the Get to Know program. Well-known Canadian environmentalist Robert Bateman has long recognized the critical problem of our collective alienation from nature. Back in 2004, he visited the program to encourage youth to "get to know" their wild neighbors. The program's initiatives include a popular annual nature art and writing contest, a national speakers bureau, park programs in Vancouver and Toronto, a conservation centre in Alberta, and an interactive CD with nature video and musical ideas. The interactive CD is aimed at youth in urban centres, where environmental literacy is considered most at risk, and features a wealth of information about native species and local parks, designed to inspire youth to discover nature for themselves. Bateman and partners of Get to Know have made the CD available for free to almost 700,000 students attending public schools in Calgary, Edmonton, Toronto and Vancouver. Children today may not be as familiar with nature as those from previous generations, but this effort is bringing together organizations from across Canada to catalyze a nature-child renaissance. *Andrew MacIsaac, Kelowna, B.C.*



LE CIRCUIT RACETRACK is part of what makes Mees Tremblant's opposing, writes a reader

THE SOUND BARRIER

I READ YOUR ARTICLE about Le Circuit Mees Tremblant. In owner, Lawrence Scoll, and some complaining neighbours, with considerable interest. ("Ferraris in the forest," Society, Aug. 4). My family and I have vacationed annually in Mees Tremblant for probably 20 years, and owned our own condominium, in hearing range of Le Circuit Mees Tremblant,

until this spring. When the track was upgraded in 2000 and began to come back in life, it just added more appeal for us to experience the culture, beauty and recreational activities that Tremblant has to offer. It's a terrific destination, in both winter and summer, and the charter tower, hear and smell fast cars and motorcycles for a few weekends in the summer brings more visitors and more diversity

to this wonderful spot. With its Québécois culture, excellent food, diversity of people and things to do, Tremblant provides Canadians with a little bit of Europe in their own backyard. To the neighbours of Le Circuit Mees Tremblant, I say, come on folks, it's only for a few days each summer. *Joe Oliver, Simcoe, Ont.*

TREMBLANT MARCH: Pierre Pilon shows a certain dichotomy in his dismissal of those who would live on a racetrack and then complain about noise. It was exactly this over-sensitivity that was caused by Tremblant lawyers for all decades when Mayor Pilon underwrote a class action suit against Le Circuit as an attempt to enforce his newly established noise regulations, regulations he later dissolved in a negotiated settlement with Le Circuit. I cannot imagine that any responsible government would identify an industry as a polluter, take an action against it to enforce its own regulations, and then turn around and say, "Well, yes, whereas you are a polluter, sure, we'll let you dump your cars, with radio car stereo music in air for 15 days over your five-month season instead of the entire 160 days." Pollution is pollution. *Nicholas would have a grand idea of how to pollute with impunity.* *Alan Whitham, Mees Tremblant, Que.*

I WAS FORTUNATE to be in attendance at the July's French Challenge in Mees Tremblant. While I am sorry that the exclusive homeowners in the racetrack analogy with the noise, I am not sorry that I contributed to the local economy by leaving behind hundreds of dollars that will stimulate jobs for those who don't live in such lofty accommodations. If tourism is the lifeblood of the region, it needs to be pursued for all types of people. *Susan Ferguson, Beloeil, Quebec, Ont.*

SPANKING WORKED

REGARDING RACHEL: Mendelson's article about rising youth crime rates ("Why youth crime rates are higher," National, Aug. 4). I fully believe the blame for this lies at the feet of society, our government and our courts. The government has stripped away all of our personal rights and bars us from disciplining our children, and by discipline I do not mean abuse. Yes, I've spanked on my time, and it worked. Yes, in my school we got the strap for serious infractions, and it worked. Kids and teens back then weren't running around with their pants down at their homes, cursing and swearing and disrespecting their elders like they do now. Yes, we rebelled, but nothing like the offensive ways kids do today. I get sick to my stomach hearing some people

blaming the problems with the children of today on parents. It's obvious that the parenting methods the government is trying to force on us are not working. *John Hasek, Fishers, Ont.*

IN PASSING

Isaac Hayes, 61, musician/songwriter best known for the iconic theme from *Salt*, he advanced the musical genre of soul and disco. Hayes became known for his wild and daring stage performances, and his outspoken performances against apartheid in South Africa. He was also a successful actor, appearing in films such as *Barry White* and *Boyz n the Trapp*. In later years he achieved more fame by providing the voice of Chief on the iconic cartoon series *South Park*.

Kenneth Muir, 50, comedian. An accomplished stand-up comic, he found fame playing opposite George Clooney in the 1997 film *Erin Brockovich*. Beginning with an appearance in Dennis Quaid's *Boys n the Trapp* in 1993, he made almost three dozen films and two TV series. Among his movies was a remake of 1967's *Guess Who's Coming to Dinner*. He died of complications from pneumonia.

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A WEEK IN THE LIFE OF DAVID MILLER

During his vacation in Vancouver, Miller's vacation ended home to deal with the aftermath of the propane depot explosion that shook the city early Sunday morning. Late that night, he visited some of the thousands of evacuees. On Monday, facing angry questions as to why a propane depot was allowed to operate in a residential area, Miller vowed to fix Toronto's zoning bylaws, making city officials to look for ways to keep such facilities at least 1.6 km from homes.

Good news

Fit to be tried

At long last, some of the world's most rubbery benches are facing the music, and Canadians are taking a courageous stand in passing them. This week, King Grah. Rav, chief of one of the Khmer Rouge's notorious torture centres in Phnom Penh, was indicted. He will face trial before a UN-assisted tribunal headed by a Canadian prosecutor. Perhaps now the world governments that were so keen to set up the tribunal might finally pay the \$87 million still needed to fund the trials. At the same time, Philippe Kirsch, head of the International Criminal Court, will be indicted by a complaint that the ICC's work is complicating efforts to make peace in some regions. The process is onerous, and it is always expensive, but there can be no real peace if there is no justice for war criminals.

Olympic hopefuls

If you're tired of glad-handing politicians juggling for the cameras at the Olympics, you're not alone. (Does anyone watching really care that Harry Klugman is in the stands?) Thankfully, the athletes are rising above the noise of politics. Perhaps the most poignant example came during the medal ceremony for the women's 400m. With their two nations still at odds, the Russian silver medalist turned to the Chinese bronze medalist and exchanged a warm embrace and a kiss. It was a reminder to those who have criticized Svetlana Harper and some other world leaders for skipping home. We should concentrate more on focusing the focus on the athletes.

Now you see me...

Supporters of former U.S. Democratic presidential hopeful John Edwards were crestfallen last week when the ex-senator admitted to an extramarital affair in 2006. It is, of course, bad news for Edwards's career, but there is a silver lining this week for those who, like Edwards, still in and out of Beverly Hills hotel rooms at odd hours, sometimes at the University of California, Berkeley announced that week they are the closest to developing an antidote clock able to tell if a person (or pet) is invisible in the blink of an eye.

It's all the rage

Last week, schools of angry mobsters and a few fathers—along

with their babies and friends,

packed a downtown Vancouver H&M boutique to protest an incident in which a mother was asked to refrain from breastfeeding her infant in the store. H&M rushed to assure the mother that it was not a mistake, as well it should. Some Canadians show that only 28 per cent of mothers breastfeed exclusively for at least six months, as recommended. That's nothing to brag about, but breastfeeding is important. It might be discouraged, not shamed.

Bad news

Worse than hell?

Maclean's recently predicted, in "Flying hell," that air travel will get worse before it gets better. But we are amazed by how much worse it's getting, and how fast. Last week, the Official Airline Guide (OAG) reported that, due to high oil prices, airlines plan to cut 60 million seats—20 million in the U.S. alone—in the weeks leading up to the holiday season. Roughly 275 airports will cancel routes and 1,300 fewer aircraft will be

in the sky. George Clooney's production company just bought the rights to his story, with the star himself reportedly planning to play Hander's defense lawyer Poor Oscar Khande. He was only 15 when arrested, is still languishing in Guantanamo, and will be lucky just to get a CBC interview out of the whole affair.

Nuts and bolts

Last Saturday, 660 mourners gathered in Winnipeg to honour the life of 22-year-old carnival worker Tim McLean, who was brutally murdered on a Greyhound bus by a fellow staffer one foreign in front of him. Men. It is what should have been a solemn event was marred by the outburst of two extremist groups. First, the Western Baptist Church, an ultra-conservative group based in Topeka, Kan., threatened to picket the funeral to protest McLean's "lifestyle way of life." Canadian border guards were placed on high alert to deny them entry. Then, PETA, the animal rights activist group, ran a greenhouse at the Portage Daily Graphic, contacting McLean's befriending to ensure the industrial farming industry. Only the saint-moments could be so disrespectful and so evil.

Just cheer up!

It was a great week for couples struggling with infertility. A new study from the University of Aberdeen suggests that fertility drugs and artificial insemination are ineffective for couples who have repeatedly failed to get pregnant. Some doctors have recently suggested that the power of positive thinking might be more effective than most assisted fertility treatments. Save your money and thank happy thoughts! That's no help. ☹

Only in Hollywood

If there is any hell, justice in the so-called war on terror, it's hard to find. This week, killed Al Qaeda leader, who was Osama bin Laden's driver, received a 66-year sentence from a military tribunal trying him on terrorism charges. The man was not even convicted, bin Laden was free after a year. He'll emerge just as time to consult on the movie about his

FACE OF THE WEEK



SPILLBOUND: American First Lady Laura Bush attends a women's basketball match, along with her husband, at the Beijing Olympics.

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MITCHEL RAPHAEL ON FIGHTING FUMES AT THE GREEN PARTY OFFICE AND BY-ELECTION BRUISES

COOKIE EMERGENCY? 'CALL DEB.'

Mike Nagy, the Green candidate in the Guelph, Ont., by-election, which takes place Sept. 4, hears the same complaint from all the Hungarians he meets. Nagy, who pronounces his Hungarian surname like baggy with an N, says when he comes home, Hungarians demand, "Why don't you pronounce the proper Hungarian name?" (which would sound like "now"?) Nagy's campaign headquarters used to be a mid-air location: the office is on the corner of one of the busiest intersections in the city, so workers had to get into pyjamas in front of all of the drivers in the stop-and-go traffic from taking a shortcut to avoid the light and creating a parade of pollution in front of the office. In rainy weather, rainwater runs down the door to a McDonald's, where no Green party member would dare tread.

"Green means McDonald's," says Nagy. Campaign workers try to eat locally grown food. A large menu of homemade cookies says "when empty" to call Deb. a retired schoolteacher and Green volunteer.

HIS DREAM SHOWER
Ron King, the NDP candidate in the Guelph by-election, ran a campaign building an international dream home. The 40-year-old has a previous Waterbury office to be sure and he is to be cut, and the midwest candidate's family has a dream shower head, one that he is using directly underneath him in an outdoor shower and master of CBC Radio's *The David Day Comedy Hour*, wears his wife's bikini and a towel.

Whether he wins or not, King will undoubtedly be receiving from the rain he gets from his side.

PUMPED-UP DION
At the Ontario Young Liberals' annual Summer Flag in Guelph, the highlight of



MIKE NAGY, Green candidate in the Guelph, Ont., by-election (top left), **RON KING**'s campaign (top right) and **Jack Layton** campaign (bottom left), **Deb** (bottom right), **Mike Nagy** (bottom right), **Mike Nagy** (bottom right), **Mike Nagy** (bottom right), **Mike Nagy** (bottom right).

Harry Lane, a retired drama professor, who shows him each one Kingsley "I've" and "when I win." Any advice for Stephen King? "Well, the PM's suit and tie, for one thing. It looks like Guelph."

PUMPED-UP DION
At the Ontario Young Liberals' annual Summer Flag in Guelph, the highlight of

Coordinator Krista Nelson pointed her tongue green for the occasion. Ontario MP Newt Young and other Liberal dignitaries opened the event with their speeches. While other speakers received bottles of wine in appreciation, Nelson got a Tim Hortons gift certificate, which softened his sister **Matthew** Rowe, who usually gets the same gift since his sister does not drink alcohol for personal and religious reasons.

MP'S WIFE LEADS THE WAY

The highlight of the Young Liberals' Summer Flag was an inspirational speech by London, Ont., Liberal MP Glen Pearson, who pointed out to his younger colleagues the need for constant vigilance. For instance, he told them, when he carried as an MP after winning the November 2006 by-election, women were making 71 cents for every dollar a man was making. Now, he says, it's 69 cents.

He also spoke about the importance of being politically inactive. When he was running he said he refused to go on **Dave Newman's** CBC show *Politics* unless **John** Klein, who was running against him, was included in the all-party debate.

When he showed his more personal terrain, there were few dry eyes as he recounted picking up the young girl he and his wife adopted in Darfur as a result of his military service in the Sudan. The girl, he said, was named **Matthew** and she was named **Matthew**.

Matthew (Dion) seemed to be as the speaker. At a University of Guelph sports park, before former Dion's hand on a muscular man's shoulder with the right "Vote for a strong leader," and there were **Andy** (Harold) and **Paul** (the son of the Liberal leader on the wall). The Young Liberals' annual Summer Flag in Guelph, the highlight of

ON THE WEB: For more on Dion's campaign, go to www.michaelraphael.com.

A grand bargain with the provinces? Where?



ANDREW COYNE

If anything, it means it is perhaps not coincidental that the federal cabinet minister set out to explain the concept, Lawrence Cannon, is the same one who had earlier announced to explain, to much amusement, what Parliament meant when it recognized "the Quebec Act" as a nation.

About the only substantive example the Globe wrote of what the government had in mind was that it was "prepared to let Quebec regulate" a labour mobility deal with France. But that deal, as the premier of Quebec was quick to point out, had been in the works for a year or more, it was, moreover, clearly within Quebec's existing constitutional jurisdiction, and as such did not require Ottawa's approval. Nor, for that matter, do any of the other agreements the provinces in general, not only Quebec, have been in the habit of negotiating with outside partners, which Cannon also implied the deal would "allow."

So it is a bit of a mystery what the Harper government's latest *deuxième* portfolio. Its provision offers to rack up to Quebec nationalists "open federalism." "Total inflexibility," the nation spokesman—it could mean everything, or nothing. The Globe's story speculated that the "intensity" of that's what it is, "could lead to a restructuring of power between the federal and the provincial governments" without raising any. A subsequent story went on, in its regularity, that it would give provinces "more and more power in the world economy" but the provinces already have all that independence they could possibly want, and more that they should properly have—more, indeed, than some sovereign states.

Though members of the same currency union, for instance, the provinces are entitled to borrow as much as they like, in any currency they like. Other federalism, including even quasi-federalism like the European Union, understand this is nonsense, since the amount that any one province, especially a large one like Ontario, borrows abroad comes potentially severe consequences, via the exchange rate, for every other. That's why the EU had done some fiscal and monetary rules for any country that wished to join the Euro zone. But then, the EU also states the principle of internal free trade in all areas of union, something that has not occurred in the provinces, 141 years after they were federated with that purpose in



For all the rhetoric, the feds have as much of a presence in our lives under Harper as ever

mind. (The provinces who want to carve out provincial labour mobility deals with other countries have yet to come up with one among themselves, though one is promised for one year, they are already hard at work on the exceptions.)

But never mind. Suppose the Harper government is indeed bent on some sort of grand, decentralizing vision. If so, someone really ought to tell the Prime Minister. For as much as the Harpers are press, on alternate Wednesdays, to boost their commitment to provincial autonomy, both Harper and his finance minister, Jim Flaherty, could at least as plausibly be described as economic centralists.

In the finance minister, for example, who has pursued the goal of a national securities regulator with unprecedented rigour, just as

it is Flaherty who has been badgering the provinces to harmonize their sales taxes with the GST, or to cut their corporate tax rates, he has a large lead (topper) for the latter in mind. More noticeably, the last Throne Speech promised "to pursue the federal government's rightful leadership in strengthening Canada's economic resilience," if necessary by invoking the federal Trade and Commerce power to strike down provincial trade barriers.

The same centralist tendencies can be seen when it comes to fiscal federalism. One of the Harper government's first acts was to take back the money the previous government had promised the provinces for daycare, preferring to distribute it separately directly out of federal funds. And while it has promised not to launch any new spending programs in areas of provincial jurisdiction, it has not been the least bit shy about spending on the old programs—federal-provincial transfers will this year top \$45 billion, from less than \$10 billion five years ago. Nor has it hesitated to stretch strings to its largest—for example, via the printed (though still undelivered) federal "wait times guarantee."

For all its own rhetoric, the federal government is in much of a presence, for good or ill, in Canadian lives under Harper as it has been at any time in our history. The flood of narrowly targeted subsidies for bus passes, children's sports and the like is the sum of social engineering of which any 1970s liberal could be proud. On climate change, the Harper government's lower of climate overallly planned, command-and-control approach, in opposition to the Liberals' more market-oriented carbon tax.

The best case that can be made for all this

is that the Harpers are pursuing what might be called "fiscal federalism." "Squire hand," and you can tell us the outline of a grand bargain with the provinces, whereas the feds agree to return their use of the spending power to ensure for provincial access to a robust federal average of the economic (near-) level of government, in other words, performing the role appropriate to it.

And the score? That they're just making it up as they go along—wondering this way and that in pursuit of short-term electoral advantage, or whatever other cheap slogans attract their attention. At this point, you could argue it either way.

ON THE WEB: For more on Andrew Coyne, visit his blog at www.michaelraphael.com/andrewcoyne.

So much for all of Georgia's friends in high places



PAUL WELLS

The news this summer has not been kind to the sort of person who has a ready answer to everything before he has been the question. A man behind his seat on the overnight bus. The probable culprit in the 2002 and 2008 Russian invasions. And a regional slug with a huge army crashed a neighbour who had decided to bring a border dispute to a head. And try as I might—because I want to be a team player, I really do—I can't find a like-minded Muslim extremist in any of these stories. World news are all very nice and they become world winners.

The government of Georgia and its far weather friends in Washington Republican circles are world-blinder types. They thought the 1.25 century could be reduced to a few very simple ideas: a map, really, and that reaching the script after enough would put Georgia on a very rough neighbourhood. It took a short, bloody war to prove them wrong.

When I visited Tbilisi in December 1 was struck by the wall of phones behind Nino Burjanelidze, the parliament's Speaker, who was, at the time, acting president while her boss, Mikheil Saakashvili, campaigned for re-election. There she was with Margaret Thatcher, and George W. Bush, and Colin Powell. This was the brand advantage of the Saakashvili regime. More than any of the other post-Communist regimes in central and eastern Europe, Saakashvili was bringing free markets and an ardently pro-Western foreign policy to the very doorstep of Russia.

Georgia lost more troops to Iraq than any country except the United States and Great Britain. Democratically, Saakashvili slashed taxes and fought corruption. Georgia took only three years to rise from 122nd to 65th—ahead of Germany—in the World Bank's "Doing Business" survey. Foreign direct investment doubled every year.

Good things were happening in Georgia, in short. Still are. But Saakashvili has been an unseasoned defender of democracy. Too plenty of pliantist, pro-western, anti-Russian critics of his regime who had faced arbitrary arrest and harassment. Corruption rates in the courts ran near 100 per cent, making them a rubber stamp for government vendettas.

Yet Saakashvili remained a bit of a darling among the righties in the U.S. He could get onto CNN or into the Wall Street Journal's editorial pages which he liked. And the sentencing border dispute with Vladimir Putin's Russia only added to his charm.

The problem, as we have seen, is that the border dispute was real—and Saakashvili was



The West was right to leave Saakashvili hanging. Alliances have to pick their fights.

Natallia, South Ossetia only exist because Joseph Stalin, born in Georgia but not hidden out, drew a random line through an ethnic enclave many decades ago. The division into North and South Ossetia was trivial while the Soviet Union held. But it has been bitterly contentious since 1991. Residents of South Ossetia and Abkhazia have no strong allegiance to Georgia. The two regions were used to be made in "ethnic conflicts" because there were always certain to be conflict, and the only question was whether they would be frozen or blood hot.

It got hot when Saakashvili sent troops and airplanes into South Ossetia on the morning of Aug. 8. By day's end he claimed to control the region and was demanding a ceasefire. A day later he had lost the region and was pleading for a ceasefire. For days the Russians pounded the Georgian soldiers and slaughtered Georgian civilians while Saakashvili begged for a ceasefire.

Saakashvili was clearly unsettled that his Washington friends didn't have his back. His

hamstring undergo a government that has brought real progress to a nasty part of the world. But the West was right to leave him hanging. Its only mistake was to tell him that thinking the fight could have turned out any other way.

It's become fashionable among the same thimble-thin-toe set to pin blame on Angela Merkel, the German chancellor, for "giving Putin a green light" when she put the brakes on Georgia's accession to NATO at the Bucharest summit. There are two problems with that argument.

First, giving Georgia a road map to NATO three months ago would not make it a NATO member state today. An engagement thing would have been a poor shield against this

month's events. Second, Merkel was right. "Coalitions that are themselves crisscrossed by regional conflicts," as she put it, are poor candidates for a global military alliance, because the price of an alliance is that everyone gets dragged into any member's fight.

And the fear of ethnic border clashes is not NATO's fight because it is insoluble. What do South Ossetia, Russia and Chechnya have in common? This much, at least: whether they should stay put, move, or run off.

with the neighbours is a highly subjective judgment call. It has been evidence of the U.S. and its allies to pack and choose—recognizing Kosovo's secession while opposing South Ossetia's. Putin promised he would view Kosovo as a precedent. Turns out he meant it.

If it ever comes, a direct Russian confrontation with NATO will have only two possible outcomes: war or pre-emptive retreat. For NATO, the latter course would destroy the alliance. So it had better only get into alliances where it is willing to risk war. What if Vladimir Putin takes victory in Georgia as a sign to roll the tanks into Warsaw or Tbilisi? Right here then. Let Georgia join NATO if it loses its border disputes inland, probably by leaving its border areas behind. In the meantime, one thing an alliance is good for is to tell you which wars to stay out of. Not everything can be a test of Western will. ■

ON THE WEB: For more Paul Wells visit his blog at www.thecanadian.ca/paulwells



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'One study of a busy stretch of urban road found that there were 1,300 pieces of information every minute at 30 mph'

TOM VANDERBILT TALKS WITH JOHN INTINI ABOUT THE LINK BETWEEN CORRUPTION AND DRIVING, AND WHY A LITTLE ROAD RAGE MAY BE GOOD

Earlier this month, Tim Minicelli, the Brooklyn, N.Y.-based author and owner of a 2001 Volvo V40, released his latest book, *Traffic: Why We Drive the Way We Do (and What It Says About Us)*.

Q How would you define a dangerous driver?
A: Every new driver is a somewhat dangerous driver, to name how cautious they are. But more fundamentally, and this sounds really basic, it's anyone who violates traffic rules.

Q: Is all of us?
A: Yes, some of us are just lucky to violate rules and not be penalized for it. It's remarkable that there aren't more crashes.

Q People say, above, even pick their nose when they're behind the wheel. Things they'd never do at the office or in a mall. Is it because we feel anonymous in our cars? Are we too comfortable, perhaps?

As the car is a private space operating in a public space, this is a weird thing that we really don't experience in any other way. The

cut off, for instance, as a personal attack?

As Research shows that passengers & drivers exhibit different reactions in different parts of the house. It might be better

the mechanical controls of the car itself. The passenger doesn't have the same direct li-

traffic violators. Research shows that a radar actually reduces your crash risk in the interim, at least somewhat. It's a rough form of feedback. You're being told what you're doing is not correct, and you respond. It's also related to the GDP. As nations become wealthier, they pay more attention to safety.

Q: Why do some experts argue that road signs—like deer crossing or children at play—don't work either?

At One study of a busy stretch of urban road found that there were 1,300 pieces of

A In New York, we have an informal rule of thumb: post holes and potholes. North American suburban motorists will be shocked to find roads and a speeding problem immediately develops, and, lo and behold, drivers aren't paying attention to the signs and the community has an overall speed bump, which drivers, with good reason, hate. There's

Q Isn't the fact that highway fatality rates have dropped in the last 50 years—or the increase the number of cars has multiplied—as arguments that competition is a good thing?

Q: You write that adding more roads—or more lanes to highways—does little to curb congestion. And yet, whenever I'm on the road, I

A. We have a lot of infrastructure. The EASD

develop and then began to drop. At first it rises because people are acquiring money and cars. We've seen this in China. We saw it in the former East Germany after reunification. These people start getting better cars, investing more in safety, and getting used to people being on the road. There are countries in Africa with very few vehicles but those few vehicles are doing a lot of damage.

Q. Is there anywhere on the world you wouldn't rent a car?

I was staying in Delhi and I was going to go to the Taj Mahal. After spending a few days

and looking at footage of crashes on Indian rural highways, I was so put off. It was a com-

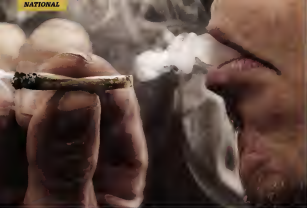
Imagery of things, I occasionally run out at
time, but I could have done it. I was just a
little bit distracted because I'd seen



'It's like we put on a different skin in the car. The car's a private space operating in a public space.'

Q: Are you ever frustrated with other dogs?

A: Let's just say I'm probably more focused on what other drivers do, which is a good



ONE FACTOR: The theory that today's pot is more potent than the stuff hippies smoked

new philosophy of drug governing. Conservatives dumped the bill after winning power in July 2006, and the Liberals now show scant interest in revising it, a mindful perhaps of its low traction among older, less educated, and more skeptical voters. (Many feel the collecting provision would make it too easy to punish casual users.)

Meanwhile, a palpable disease has been tearing at the cannabis industry: Its been starting to land in communities throughout the country. Bylaws aimed at shutting down grow operations are now in the books in communities throughout B.C.'s Lower Mainland, some of which empower inspectors to enter, search and confiscate homes. A 2004 report that determined that the number of grow ops in Ontario had reached 15,000 prompted police

SEVEN IN 10 OF US STILL DISAPPROVE OF IT, AND THE PRO-LEGALIZATION LOBBY IS BACKING OFF

THANK YOU FOR NOT SMOKING UP

Canada's drift toward legalizing pot may be coming to a halt

BY CHARLIE GILLIS • Ted Konder is an athlete on the matter of mind-altering substances. As a law owner in Burlington, Ont., he is a happy purveyor of the law legal marijuana, and it's safe to assume many patrons of Gator Tea's Tap & Grill also peruse of the weed when they're not enjoying a pint. But few understand the value of Konder better than a publicist, and when marijuana is consumed, Konder draws the line emphatically at the entrance to his establishment. Three years ago, a man invited on smoking agent while the lunchtime crowd spilled back and forth through the front doors, prompting Konder to take swift action. "I got some kids, school teachers, businessmen coming in and out of here," he says. "So I went out there and said, 'Hey, what are you thinking?' Customers are asking me what kind of place I'm running." I told him to get out of there.

Also, upholding community standards is seldom as straightforward. It turned out the

man, Steve Gibson, came among 1,200 Canadians who are licensed to smoke medical marijuana, and a few weeks later, he filed a complaint against Konder to the Ontario Human Rights Commission, claiming he needs his pot to relieve the pain of a back injury. The case made headlines this spring as it went to a full tribunal, feeding an ongoing debate about the pursuit of rights consciousness (since when was depenalized or otherwise—a human right?). Lost in the uproar, though, was Konder's basic point: For all the effort to decriminalize and normalize pot in Canadian society, average people still regard it with suspicion. Many of the brazen, cults and circles of encouragement he received, he says, came from regular folks nowhere near to accepting cannabis as a presence in their daily lives. "I can speak for my customers in saying they wouldn't support my establishment if they had to be exposed to marijuana smoke," he says. "It's just not accepted in our society on the same level as alcohol, or even tobacco."

Increasingly, such qualms are carrying the



day in the debate over pot's legal status, judging what and when recently seemed the country's inevitable drift toward legalization. "Whatever Canadians' perception to being cool with marijuana, they remain deeply concerned about its impact on society, public safety, and may even be working on the idea of federalization. Ask for their response to people using pot for medicinal purposes and 61 per cent will say they accept it, notes Reginald Bittig, a University of Lethbridge professor who has monitored social trends since the mid-1970s. Yet more than half of that group will also say they disapprove of it, a figure that tends to get overlooked. Factor in the 17 per cent who both disapprove and don't accept it, and the total disapproval goes from 68 per cent to 71 per cent. In other words, Canada's overall attitude toward marijuana may not be as much one of openness as propping acceptance. It isn't your pot from smoking a, the message seems to be, but I'd rather you didn't."

Lately, this portents has emboldened those who wish to keep the drug in the Criminal Code, while frustrating advocates who thought the momentum for pot legalization had finally come. In 2005, the Liberal government's decision to half would have reduced the penalty for possession of less than 15 grams to a \$1500 ticket, from the current maximum of six months in jail—no course policy shift yet enough of a break with the past to signal a

and government officials to hold a summit on the issue, noting that residents were fed up with having their houses, hydro-reading provisions in their midst. In March 2009, the murder of four RCMP officers near Mythenburg, Alta., showed how social-impact activists can get carried away. The officers were guarding a recently seized, though not yet grown up by the father, James Rodas, uninvited a source of anger. "I blame not only three men who killed these four RCMP officers, but also our Liberal government in Ottawa," said a letter-writer to the *Edmonton Journal*. "Blood is on their hands."

The pushback has grown strong enough that some veterans of the legalization debate are taking a breather—at least until the pendulum swings back their way. "The up-and-coming seems to have been lost," says Alan Young, a law professor at Dalhousie Hall who has represented medical marijuana users and challenged the constitutionality of Canada's pot laws. "It will be terrific, because [criminalization] is an important public policy but one of the reasons things don't change is because people get tired of debating the same old story." Even Max Emeric, the self-proclaimed Prince of Pot, is in pretty much these days, arguing rationalized moderation among pot activists, publicly supporting Konder in his dispute with Gibson. "It is in the cannabis community here to appear reasonable," says Emeric, who is firing extra



PUTIN'S MASTER PLAN

Russia's invasion of Georgia is part of a bigger fight that pits Moscow against the West
BY MICHAEL PETROU

Russia gave notice that it would one day swallow its tanks and Georgia, two years ago. "If people believe that Russia can be granted full independence, why then

should we deny it to Abkhazia and South Ossetia?" then president Vladimir Putin asked, referring to the two breakaway regions of Georgia now occupied by Russian troops after a week of fighting. Few paid much attention to Putin's threat at the time. Oil and gas prices, the foundation of Russia's economy, were high, but not astronomically so, and the Moscow Rose Revolution had swept pro-Russian strongman Eduard Shevardnadze from power, replacing him with the American-educated Mikhail

Saakashvili. When Moscow visited Georgia in 2006, signs of the country's Western aspirations were everywhere. The highway from the airport to the capital, Tbilisi, was named after George W. Bush, a fact celebrated by a large billboard of the smiling American President. European Union flags dotted the capital.

Georgia aspired to "come back to Europe, to come back to our European roots, and become politically and economically part of the Euro-Atlantic area," George Margvelashvili, Georgia's deputy foreign minister, told *National Geographic* at the time. He expressed my suggestion that Georgia's geographic location, east of Turkey, made joining the Euro-Atlantic world difficult. "The globe is endless," he said. "The matter of East and West, I don't believe it. It's a matter of democracy." Russia promised Georgia's pro-Western tilt and tried to flex its muscles by restricting or cutting off gas supplies and banning the import of Georgian wine and citrus when that seemed impossible. But Russia would use military force to redraw the borders of Georgia, a NATO ally that is desperate to join the alliance.

It is now clear that Russia wasn't bluffing, and its ability to do so in future standoffs. Less than two decades after losing its Soviet

empire, Russia is ready to re-establish control over independent states in its backyard, regardless of who their allies are. "With regard to the former Soviet republics it means that the competition for influence between the West and Russia has arrived," Jeffrey Mankoff, associate director of international security studies at Yale University, said in an interview with *National Geographic*. "It never really went away, but what that means is that Russia is making a more assertive claim to have a say in their affairs and to want to bring them over to its side."

Georgia is the latest country to face a renewed fight for its autonomy. But other conflicts—most notably military—will likely follow in places such as Ukraine, eastern Europe, and the Baltic states. Moscow has emerged from this attention wariness on all fronts. It has shown that it has the will to crush—all too easily—a small neighbor, and it has sent a collective shudder through the other countries lining its borders, all in the face of hollow denunciations from the outside world—and not much more. The West—specifically the United States, the European Union, and NATO, the latter two having opened their doors to countries that



PUTIN (top left), mourning a dead volunteer: a new order of indifference to world opinion

are shown Moscow's might—needs to decide exactly what it is willing to do in the face of the growing Russian threat.

Georgia's situation is a stage for Russian expansionist chest-thumping not triggered by President Saakashvili's imprudent miscalculation. In the early 1990s, Russian-backed separatist movements in South Ossetia and Abkhazia, two regions abutting Georgia's border with Russia, launched rebellions against Georgian rule that led to

one suffering, if we can go back to our homes, we'll forgive them."

Like thousands of many refugees everywhere, Prudkin's divorce was unlikely ever to be mended. But Saakashvili promised her, and she made like her, that one day she could go home. He said he would bring her back, offering substantial autonomy if they would agree to do so. He was not successful, and last week he changed strategies. Prudkin, he says, by attacking Georgian territory by South Ossetian rebels, he said Georgia troops into the region to restrain government control.

His defiance undermined the thinking behind Saakashvili's decision. He might have calculated that Russia would not respond militarily, perhaps he hoped that the United States would, on Georgia's side. Because of the difficult terrain along South Ossetia's border with Russia, it was just possible that a lightning-fast, well-funded operation could reach there before Russia could properly respond. But none of these things happened. Judging by the number of refugees who fled the Georgian forces on Tbilisi's side, the South Ossetian capital, and the related areas of the city itself, Georgia's military operation was clumsy and possibly indiscriminate. Russia, which often masquerades as rescuer of South Ossetia, claimed it had an obligation

NEVER let enemy Russian troops protect Russia independence



MOSCOW HAS SHOWN THE WILL TO CRUSH SMALL NEIGHBOURS

to protect its border. It was not clear if it was a bluff or a promise. But it was a clear message: Russia will not tolerate any challenge to its borders.



A woman in a light-colored shirt and dark pants is pushing a handcart filled with laundry and a dog. The cart is on a paved road, and hills are visible in the background.

HUMANITARIANS approach Georgia (left), a refugee on the road (right) in Gort, a Georgian refugee camp in Italy. **MILITARY** forces in Georgia are being trained by U.S. troops.

close to 100. The town is the birthplace of leaf Dzhagelovich, better known as Joseph Stalin, and hosts what must be one of the only statues of the former Soviet dictator outside of Russia.

Swain's attack was swift and decisive. Its armed forces had clearly planned such an operation for months or longer. They quickly

The stakes in this war—and it's not over even though the Russian assault has stopped—are high. They involve much more than the fate of Georgia, a brave and democratic country, which—lost America forget—sent 2,000 of its soldiers to fight in Iraq. What's unfolding in Georgia today is an emblematic battle in a much larger

roated Georgian forces in South Ossetia. Tbilisi offered numerous ceasefire, but none rejected all of them. It is these very misadventures of protecting civilians in South Ossetia when it sent its soldiers into Abkhazia, another breakaway region, and then invaded Georgia proper.

Russian President Dmitry Medvedev has now declared an end to the "Georgian operation." Tens of thousands of Georgian civilians

**THE BRE
REGION
DE FACTO
REPU**

In what can only be described as black irony, the Russians repeatedly bombed the town of Gori, hitting several important blocks and killing civilians sheltering inside. A list of dead posed outside the hospital quarters

**AKAWAY
NS ARE
RUSSIAN
BLICS**

Now things are different. For the first time since the fall of the Berlin Wall, the West has

last a proxy battle with Russia. Russia's foreign minister reportedly told U.S. Secretary of State Condoleezza Rice that Senkowitz "must go," prompting the American ambassador to the United Nations to suggest that Russia seeking "regime change" in Georgia. So far the West's response has been limited to condemnatory statements. But simply Russia is willing to go to war where the United States and other Western allies are not.

Communists were once part of the Soviet Union or its empire are agitated. Saeed Larva, Libhaman, and Polan demand a joint statement saying that in "most popular centers of Eastern Europe," they share a "deep concern" about Russia's actions. "All too familiar with the rights of Russian racism, the Baltic countries are terrified of what they face in the long run, and they should be," reports Saeed, a private intelligence agency. "This is the first major Russian intervention since the fall of the Soviet Union. Now, Russia has involved elsewhere. Yet, Russia has fought. But this is on a new order of cruelty and indifference to world opinion."

Ukraine, which cost 400 Russian soldiers in the 2004 2001 "Orange Revolution," also hardened its rhetoric last weekend, stating that any Russian naval ships used in an attack against Georgian territory would be refused entry at the Crimean port of Sevastopol, which Ukraine insists is Russian as a base for its Black Sea fleet. Russia, in turn, has accused Ukraine of selling weapons to Georgia that have been used to kill Russian soldiers.

schools in Georgia were desecrated as much against them as those. "Russia is establishing a very dangerous precedent," Brian told Maslovsky. "And unless Russia pays a cost for this, unless we really think of this as a very major event and an extraordinary act of violence by Russia, then further down the

line we will be paying collectively in the West a really heavy price."

With Clinton and Ukraine having applied for NATO membership, Russian says that "Russia is basically opposing to NATO. We will continue a work on NATO enlargement." He is going to punish Georgia in such a way that it would be a message to Ukraine. This is a highly powerful message in Ukraine, because has actual Russian population, not a purified Russian population. There are several million actual ethnic Russians. And they're sending a message to Poland and the Czech Republic. They're saying, "If you don't allow the Americans to set up anti-airballistic missile defense systems, we are going to punish you. If you try to encourage Ukraine to aspire for membership in NATO or the EU," as Poland often does, "we are going to punish you."¹⁰

It is unlikely that Russia would use such ailed flows elsewhere, but its vast reserves of oil and gas give it substantial leverage, including in western Europe. Indeed, destabilizing Georgia has only increased Russia's energy clout. Several oil and gas pipelines traverse Georgia, and links are planned to Europe, bypassing Russia. But if Georgia is too fragile to safely transport oil and gas, Europe will have little choice other than continuing its reliance on Russia. On Tuesday, an Egyptian SP and its shut down two oil and gas pipelines running through Georgia "as a precaution."

In Russia itself, most people are supportive of the invasion, says Andrus Soldatos, a journalist and director of the Agence France Press task in Moscow. Russian media have been

full of stories about alleged Georgian atrocities against South Ossetians, although Soldatov told Markman he struggled to find any evidence of Russia bombing Gori.

Russia's intervention in Georgia has so far been a success for Vladimir Putin and the country's shadowy cronies and oligarchs. A Russian term for former secret service businessmen who now make up much of the country's political and business elite. Russia has punished anti-pro-Western neighbours and indirectly threatened several others. Georgia's famous as a transit point for oil and gas is increasingly And it can no longer consider itself safe.

**"IN SIX
WE COULD
BIGGER
IN UK**

Other analysts, such as Jeff Mackelfraser of Yale, reason that the West's options for procuring Russian gas are limited and even riskier given both Russia's energy reserves and the co-operation the United States is seeking from Russia on

in standoff with Iran. Russia counters the Russian co-operation on Iran has been minimal to begin with. He points to reports of Russia's recent sale to Iran of the sophisticated S-300 anti-aircraft missile defence system, which will greatly enhance Iran's ability to repel an American or Israeli attack on its nuclear facilities.

Reconsidering Russia's membership in the G8 would be an appropriate response to the attack on Georgia, Brian says. He also stresses the importance of supporting Georgia and the democratically elected Saakashvili government in the months ahead. Finally, he says, a truly international peacekeeping force should be sent to Abkhazia and South Ossetia to replace the Russian soldiers stationed there now.

**MONTHS
LD FACE A
PROBLEM
RAINE'**

UNPLANNED observe the Orange Revolution's first anniversary

**'IN SIX MONTHS
WE COULD FACE A
BIGGER PROBLEM
IN UKRAINE'**

conce, which further emboldened higher prices? A faraway concern. We are now, he believes, facing what he calls



A CLEAR SIGNAL

A Russia watcher on what Putin's been up to—and what this invasion tells us

Western commentators might have been caught off guard by Russia's military action in Georgia, but not Alan S. Corwin, author of *The Terrorist Spy* (Bantam), a new book that examines the poisoning of former KGB agent Alexander Litvinenko, along with the political conditions in Vladimir Putin's Moscow that led to it. Corwin, a *Time* board correspondent for the New York Times, sees the Georgian maneuver as a master stroke in Moscow's ongoing effort to re-establish itself as a global power. He speaks to Maclean's National Correspondent Charlie Gilfe.

Q Should we have known this was coming?
A There were a lot of warnings. If you go back to the Chechen war, when Putin was prime minister, there was a similar game plan. And from the beginning of Putin's presidency in 2000 the Russians made it abundantly clear they did not like NATO's encroachment into what they call the "near abroad"—the Baltic states, the former eastern European satellites, Ukraine, Georgia. The crunch came earlier this year when the Georgians were accepted for full membership into NATO, thwarted only by the French and the Germans. Now Russia has deployed the military to achieve a goal, and the next stage of that playbook is the installation of a pro-Moscow leader in Georgia.

Q Can there be any doubt that Vladimir

Putin has a hand in actions like this one? **A** None at all. Putin is very overbearing as a wartime leader, and that was a carefully laid out plan, very carefully orchestrated. **Q** You talk in your book about how many of Russia's acts of aggression, from Lithuania on down, are a way of compensating for what exactly are they trying to say? **A** By invading Georgia proper from South Ossetia and Abkhazia, the Russians have sent a very clear signal. "We don't want Georgia talking about NATO anymore," they're saying, "and we don't want Ukraine, which is a much bigger country, talking about joining NATO as either." And they're achieved other goals. They've exposed the strategy of European NATO members, because of Georgia had been a member of the alliance, the other countries would have been under a heavy obligation to go to its aid militarily. Now Georgia is now one of a hot point to consider as NATO ally. I think the Russians want to show that American hegemony was not a protective umbrella—it



WEST VIRGINIA: THE DEVIL, IS IN DIGITAL DETAILS
 The State Division of Motor Vehicles began last week to give motorists the cheapskate paper photo record of their faces rather than digital pictures. The paper came about because some motorists believe that digital storage is a way of summing people up, akin to the mark of the beast in Revelations. One of these objectors, Robert Hudson, was once fired from a teaching job for refusing to capture students in a near hair-raised ID card.

CECEAN President Mikhail Khodorkovsky (right) with the French foreign minister

(left), for example, shored the Georgians from the destruction of their railway.

Q I saw the question is when and how the West should respond.

A I think the point of this edition was to show that the options are limited. The military option was not on the cards. The West can counter-pressure in a number of ways: Russia needs a lot of Western investment, technology and expertise, not to mention a lot of investor confidence. So the West could send a signal to Russia that they were unacceptable by, say, blocking Russia's effort to join the World Trade Organization, or recognizing the Gilz to end Russia. But these are geopolitical. The hard reality is that Russia is much with energy and raw materials earnings as the economy. It is incredibly rich and very self-confident.

Q You refer repeatedly in your book to the fact that Russia is a critical risk in the country's future. How do you see that playing out in the future?

A That's a very important one. It's a global hot spot from here, but here, through Georgia into Turkey. It's the only major pipeline from the new oil-producing regions in the Caspian region that does not cross Russian territory. I can't, I think, about a million barrels per day, or even a few of the world's oil. With the events in Georgia, the Russians have shown that they can't be dealt out of the West's access to the Caspian oil. So it's a delicate balance. Russia still doesn't have the technology, or the long-term investment capacity, to profit from some of the very deep oil deposits it wishes to exploit in Central Asia and Kazakhstan. In this sense, Moscow wouldn't do itself any

known with potential military campaigns.

Q Have we in the West failed to grasp the gravity of Russia's kind of authoritarianism? **A** At the subtlest of my book refers to the "New Cold War," and I've given a lot of talk about it from academics who think it's preposterous. I think that eventually there was a cold war, and it started very quickly into a hot war while the West wasn't looking. ■



Thaksin kisses off Thailand

BY DAVID LEUNG • When deposed Thai prime minister Thaksin Shinawatra returned from exile a month ago, he fell to his knees and kissed the Bangkok pavement. Today, the ban's welcome has received a dose of reality: Facing corruption charges, Thaksin and his wife—who'd obtained special permission to leave the country for the Beijing Olympics' opening ceremony—fled to London on Monday, the day they were to appear in a Thai court. "It's like to politicians that my wife and I have traveled to England, where democracy is more important," he said in a handwritten statement sent to Thai media.

Thaksin is no stranger to the U.S. Accused of corruption and abuse of power, he fled after being ousted in a 2006 military coup. Amid some controversy, the television network billion was on to purchase the Major League City Football Club. Even from exile, Thaksin retained his popularity among Thailand's rural poor—and so, when his close ally Surin Pitsuwan was elected prime minister last year, he came here to talk remaining loans.

But, empowered by a new military-sponsored constitution, Thai lawmakers eagerly passed the couple. Thaksin's wife Pichanida Shinawatra was recently sentenced to three



RATHER THAN face the courts, the former Thai leader fled to Britain

years in prison for tax evasion (she was out on bail pending appeal when the couple fled). And in June, three of Thaksin's lawyers were sentenced to six months in jail for attempting to bribe judges. This week, upon learning the couple had fled, Thailand's Supreme Court ordered that money seized and issued warrants for their arrest. U.S. and Thai officials suggest they'll be prosecuted by British extradition laws, which tend to favor defendants. In his written statement, Thaksin suggested he hopes to come home one day. "If I am fortunate enough, I will return and die on this soil," he said earlier. Thaksin and his

Summer fun: learning to goose step



FAR-RIGHT groups in Germany are organizing women and kids

BY CAMERON AINSWORTH-VINCE • Just after the end of the Second World War, Germany was tried (temporarily) to distance itself from the ideals of Hitler's Third Reich. The country has paid Holocaust victims and made it illegal to disseminate Nazi propaganda, but the seeds of the neo-Nazi movement appear to be sprouting a new crop of supporters. Last week near Rastatt, a north-west city in the former East Germany, another neo-Nazi camp run by a neo-Nazi group. Thirty-one teenagers and children were sent here after police found racist propaganda, including youth fascist propaganda. The group, Heidenreich Deutsche Jugend, claimed the camp was a youth hall site.

Jörg Berder, head of the Bundesrat, Germany's equivalent of the U.S. Senate, used the occasion to warn that neo-Nazis were "attracting left-wingers and police officers with an aggression that can be seen as a change of strategy." During May Day celebrations three months ago in Hamburg, a riot broke out when 6,000 people took to the streets to protest a march involving some 1,500 supporters of the far-right NPD party. Meanwhile, anti-racist rallies out by right-wing groups have been on the rise throughout Germany, with more than 15 rallies reported in the first five months of 2008—five times as many recorded during the same period last year.

Perhaps anxious of the same period last year, far Germany as a whole, and the far-right movement, particularly in eastern Germany, is growing in size and influence. Its adherents now organize festivals, family outings and rock concerts, run citizens' advice bureaus, and have even established women's groups and youth clubs. And the right politicians are getting into local councils and state parliaments, gaining them public platforms for expressing the beliefs of their supporters. ■

Le Pen finds foreigners have a use

BY RACHAEL BENDERLIER • The head of France's right party has campaigned for president several times under the slogan "Keep France for the French." But it appears that his latest, Jean-Marie Le Pen, is going his own way. Despite his staunch anti-immigration stance, the 79-year-old confirmed this week that the National Front is talking its longtime French immigrants in a Chinese university in a bid to get back in the black.

Le Pen says the party plans to move to a second phase in November this fall, but the decision to sell could change their own. The party's 5,000-14,000 members are looking for the fall to be considered the party's greatest asset. Nicknamed the Crusaders, the headquarters were thought to be a symbol of the party's upward mobility, which culminated in 2002 when Le Pen shocked France by making it to the second round of presidential elections. But money was here



THE NATIONAL FRONT has sold its headquarters to the Chinese

dugged the party since a bumbling in last year's parliamentary elections left more than two-thirds of its candidates without the five per cent support required to recap the cost of the campaign from the state. In the final tally, the party's 14,000 members were frozen in disputes with candidates and Le Pen even mentioned off his balcony "Peugeot as they."

Until the sale a final, Le Pen says he goes to retain "inserts" about how much the nation is grateful. But reports indicate the unnamed Shanghai restaurant, which is considering using the Crusader as a French language school, as prepared to pay between \$18 million and \$22 million, which is significantly less than \$30 million—the most it's thought the National Front was hoping to net. But the sale should ease the party's estimated \$13.5 million debt, with enough left over to cover at least a few months' rent. ■

THERE WILL BE PAIN

Inflation is crippling nations around the globe. Can we really keep it out of Canada?

BY DUNCAN HOOD • A 10-million-dollar bill sounds like a lot of money, but in Zimbabwe, begun in the street won't better sleeping rough away in the shantytown. When nations, million-dollar notes are used as toilet paper, and 100-billion-dollar notes won't even buy a loaf of bread. Last month, the Zimbabwean dollar became so worthless that the reserve bank was forced to chop to zero off it, turning 10 billion dollars into one.

Zimbabwe is a nation where inflation is completely out of control. The official rate is 2.3 million per cent—yes, million—but economists say it's actually closer to 11 million per cent. That means the price of groceries, clothes, and other household goods is doubling every week. The economic catastrophe is partly due to the instability resulting from the continued election of President Robert Mugabe, but there's more than that going on, because Zimbabwe is not alone.

Slowly, almost imperceptibly, inflation has infiltrated the developing world, and now it's lightning its way into Asia. In Vietnam, where inflation recently topped 20 per cent, people are willing to accept unprinted bills because they can no longer afford coin circulation markets. In Venezuela, where the inflation rate is now higher than 10 per cent, a hapless government is encouraging consumers to haggle over prices in a desperate bid to keep them from rising. Meanwhile, in Argentina, which has had an on-again, off-again hyperinflation problem for decades, the unofficial rate has hit 25 per cent. In Russia it's at 15 per cent. China, South Africa and India are all heading north of 10 per cent. In fact, when assessed properly, according to The Economist, two-thirds of

the world's population will soon suffer from double-digit inflation.

All over the world, prices are soaring and currencies are crumbling—in some cases to the point where it no longer makes sense to lead people money. "On average, no estimate that global inflation will have gone up by more in 1996 than global interest rates," says David Wolf, vice president and head of Citic Asian economies at Merrill Lynch Canada. That means the global interest rate is now negative. When you borrow money it is negative interest rate from a bank, then inflation makes it effectively one you interest.

So far, Canada has been spared the brunt of rising inflation. But it doesn't look like we'll escape much longer. In late July, CIBC World Markets economist Avery Shenfeld declared that "we've lost our inflation immunity," and warned that Canada's inflation rate will surge above four per cent by the end of the year. That's nothing compared to the crisis in poorer countries, but it does indicate that our credit bubble may be losing its grip. The Bank of Canada has publicly committed to keeping inflation between one and three per cent, but despite its best efforts, it admits it's at 4.6 per cent by early next year.

Does this herald a return to the 1970s, when inflation ran wild, and you were lucky to get a mortgage at 10 per cent? Most economists won't admit that's a possibility—but it's a scary thought. Recall then, Led Zepplin's Stairway to Heaven blared on eight tracks, Bob Barker began closing The Price Is Right, new costs at \$400, and Canada entered its worst economic decline since the Depression. Years of rampant



Now, as Canada gets ready to cast the four per cent inflation mark, it's hard not to notice that our situation is eerily similar to the situation back then. As David Conn, global portfolio manager at BMO Financial Group, notes, the inflation crisis then was first kindled by a sudden rise in food prices (quadrupled in New York's "Great Grain Robbery" of 1972, and partly due to the loss of the soybean crop at Peru, which created a shortage in protein supplements for animal feed). That was followed by a spike in oil prices, which helped create an inflation crisis on developing countries. By 1973, inflation in Canada peaked past four per cent, just as it will by the end of this year. One year later, the inflation rate hit 14 per cent.

government spending followed by the export boom. Vietnam had weakened the American economy, and Canada's boom followed suit. As then prime minister Pierre Trudeau noted for the first time, our economy was one of the longest change in Canadian history, marked by soaring unemployment and, in 1974, the largest stock market crash of the last 90 years.

PHOTOGRAPH BY JEFFREY M. HARRIS

Chris Ragan, one of Canada's foremost experts on inflation, says there is no way things are going to get that bad (one around Ragan's opinion is that we've learned too much about how inflation heats up and how to stop it). Unfortunately, however, he says that stopping it will be a tough task, it could be devastatingly painful. Ragan knows what he's talking about. Not

IN 1972, OUR INFLATION RATE HIT FOUR PER CENT, AS IT WILL THIS YEAR. BY '73 IT HIT 14 PER CENT.

only is he an economics professor at McGill University and a member of the C.D. Howe Institute's senior policy council, he's also a former special advisor to the governor of the Bank of Canada. He says the bank in the '70s we thought inflation was the same, but now we know that it comes in two distinct flavors.

The first is "supply-shock" inflation. That happens when oil prices go up, because a company selling you, say, plastic storage containers must pay more for the oil it needs to make the plastic, heat its factory, run its machines and fill up its trucks. The company must then pass along those higher costs to consumers through higher prices. (Incidentally, Kohlhaas has just sharply raised the price of its storage containers, citing a 60 per cent increase in resin costs.) This often leads to "stagflation," where you have a rising economy as prices soar.

The second "demand-pull" inflation, which

IN THE 1970s, the Toronto Stock Exchange suffered the worst crash in 30 years, wiping out \$500,000,000 in value (bottom).

you get when your economy overheats and workers are in short supply. That means demand and increased costs of labor and other business costs, which pushes up prices. "It's like if you want to get a dock built at your house right when everyone else is getting a dock built," Ragan says. "You have to wait longer, and you have to pay more."

Right now, because of the high price of oil, the U.S. is suffering from the first kind of inflation, supply-shock inflation. "It's going to produce stagflation in the States," Ragan says. "It's going to reduce America's growth rate, and it will push up its inflation rate." Canada is in a much better position—because, unlike the U.S., we're a net exporter of oil. That means when the price goes up, we still live at the pump. But we're not immune from the second kind of inflation, that is, the price of all but gone up over the last few years, so has the value of the Canadian dollar, which has helped to shield us from rising prices.

But this may be the calm before the storm. All the more that has been rattling along of sales has been helping the economy in the West, and Ragan says that if we're not careful, that could spell over an abrupt the much more dangerous second type of inflation—the demand-pull inflation that results from overheated economies. "The high price of oil is going to have a bigger inflationary impact in Canada than in the U.S.," he says.

"Because it's also generating our growth. That makes it harder to keep inflation under control."

Lately, we have a light in shining armor: Mark Carney, the governor of the Bank of Canada. If inflation rises, the bank, knowing from painful lessons of the past, will raise interest rates until the inflation heat is shut. "Central bankers learned from what happened in the '70s," says David Wolf of Merrill Lynch. "They know that you can't let inflation take hold because it tends to feed on itself and it becomes a lot more difficult to shut back down. We now pay Carney to advise us that doesn't happen," Ragan and several other economists agree: The Bank of Canada will do whatever it takes to make sure it doesn't get out of hand. The problem is that the cure for inflation isn't pretty. Especially if you happen to live in Ontario or Quebec.

You don't have to tell Karen Adlher that we don't have an inflation problem. Thanks to the rivers of oil money that have been flowing into Alberta, the state it all around by "the



PHOTOGRAPH BY JEFFREY M. HARRIS

PHOTOGRAPH BY JEFFREY M. HARRIS

PHOTOGRAPH BY JEFFREY M. HARRIS

"Our business has good bones!"



PIERRE PARÉ

Koritz International and Canada Fossils
Calgary, Alberta
BDO client since 2005

For Pierre Paré, what began as an avid amateur interest in fossils has become a part of a business. Today, he's at the helm of two unique companies: Koritz International, which sells unexcavated gemstones that are mined only in Alberta and Canada Fossils, which restores and sells mounted dinosaur skeletons and fossils to the world's museums.

"Koritz International was founded in 1999 with the purchase of the mineral rights to a site near Lethbridge, Alberta where ammonites, a non-male-colored gemstones derived from ancient fossils, is found. We mined this unknown product into high-end jewelry which we marketed locally. While mining, we also came across some well-preserved fossils and, in 1994, Canada Fossils was born.

We branched into the excavation, restoration and marketing of dinosaur skeletons and other items including ancient woolly mammoth skulls.

Ammonites has soared in popularity and our jewelry is now sold worldwide. We have also developed a reputation as one of the most respected dinosaur bone restorers in the world."



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years ago, Ashbee moved from Toronto to Calgary, where she now lives a comfortable life with her husband, who works in a decent Swiss company, she has some housing money more than double, and these aren't the only pluses going up. "Everybody told us when we moved here that it would be cheaper to live here, but it's not," she says. "The groceries are more, for instance. Our property taxes have gone up exponentially. And our gas costs more too."

Ashbee says she's seen lots of signs that Calgary's economy is on the decline. "It's very difficult to find somebody to work on your house," she says. "We needed a plumber for a small job, and all we could get was a really young guy who was hungry for after-hours work. He started in August and didn't finish the job until November." Restaurants are packed, and Ashbee says she's become used to terrible service from inexperienced, overworked staff. BMWs and Mercedes are on back order at the car lots, and "people are generally out there spending money."

Betsy Thompson, managing partner at Calgary accounting firm Lo Punter Hicks, agrees, but far from the overvalued economy has caused a few more headaches. Her firm has lost several good employees to the big companies, which pay better and offer stock options, so she's had to raise wages to stay competitive. "We've had to increase fees, and that puts pressure on our clients as well," she says. Wages have increased significantly in many sectors, and the economy in general has been "lousy"—although she's missed a lot of cooking in the last few months. "I think there's a lot of pressure on people in Calgary," she says. "It's the pressure from feeling that they have to do so much more productivity-wise just to keep up."

Meanwhile, in Ontario and Quebec, the situation couldn't be more different. There's no sign of the oil money here. Indeed, the manufacturing economy is the country's heartbeat has been hit by a nasty slump. Many of its products are exported to the U.S. and the one-two punch from the higher Canadian dollar and the ailing American economy has been devastating to the automotive sector in particular.

Just a few weeks ago, Dave Elliott, president of Canadian Auto Workers Local 1601 in St. Thomas, Ont., informed in dismay at the management of his local Trades union that 730 members will have to be cut in November. "Two months before Christmas, these people are going to be out of a job," he says. "We feel for them. They had to go home and announce to their families at the dinner table that they're going to be laid off in four months."

The layoffs at Stellantis are just the beginning.



CALGARY (It's already has an inflation problem, thanks to the oil lands there) on Mark Carney (below right) ship it?

tion last year was only 1.9 per cent, and can stay as that? But Bay has been hovering around one per cent.

If Alberta and Ontario were separate countries with separate currencies, the solution would be simple. In Alberta, the government could raise income taxes, which would put the brakes on the overheated economy and cool down inflation. In Ontario, the government could lower interest rates, which would stimulate the economy and help to lower the value of the dollar, making exports more affordable to foreign buyers. But, alas, Alberta and Ontario share the same dollar, the same central bank and the same interest rates. It's a huge problem, and there's no simple solution. "As long as we have a single currency in this country," says Rogov, "the central bank can do exactly what it wants."



IF CARNEY RAISES RATES, IT WILL HURT ONTARIO. BUT IF HE LOWERS THEM, IT WILL HURT ALBERTA.

"There's a problem in St. Thomas in general," Elliott says. "For instance, that's a big plant here called Forest Industries that produces truck frames for GM. With the slowdown in large pickup trucks, they just announced a layoff of about 400 people effective in September. Then we have the Ford Motorville plant, which builds the Crown Victoria and Grand Marquis—they've threatened both one after the other. In a normal year of 12,000 people, that has a huge impact."

Elliott is bewildered by the slowdown, especially at a time when the government and many economists are saying that we have nothing to fear. "I don't know where they're getting their figures from," he says. "If they were to look at the job loss numbers alone, they'd see that there's a problem here—and it's not a problem with our plans, it's an economic problem."

It is indeed an economic problem, but what Elliott may not realize is that it's a problem that only affects his country. As the price of oil has risen, Canada has split into two distinct and very different regional economies. In Alberta, thanks to the oil money, the economy is red hot. Factories are working overtime, salaries are rising, wages are rising, and yes, prices are rising too. Alberta isn't seriously wondering whether it will have an inflation problem—it already has one. The average inflation rate in Calgary last year was a whopping 5.1 per cent, the highest in the country.

Meanwhile in Ontario, unemployment is rising and growth is slowing. It will rank second last in economic growth among the provinces this year, and record numbers of workers are leaving the province altogether. Last December, its new employment rate was higher than the national average for the first time in 30 years, and Ontario is in serious danger of becoming a "have-not" province that receives neither direct federal capitalization payments. There's no line of an inflation problem here. Toronto's inflation rate last year was only 1.9 per cent, and can stay as that? But Bay has been hovering around one per cent.

If Alberta and Ontario were separate countries with separate currencies, the solution would be simple. In Alberta, the government could raise income taxes, which would put the brakes on the overheated economy and cool down inflation. In Ontario, the government could lower interest rates, which would stimulate the economy and help to lower the value of the dollar, making exports more affordable to foreign buyers. But, alas, Alberta and Ontario share the same dollar, the same central bank and the same interest rates. It's a huge problem, and there's no simple solution. "As long as we have a single currency in this country," says Rogov, "the central bank can do exactly what it wants."

So what will Mark Carney do? For now he's holding his cards close. The bank's recent assessment has assumed that it risks the threat of inflation seriously, but when you strip out the more volatile components, such as food and food, the picture is still quite stable. The bank also says that if expectations will return to the only two per cent target by late 2009 that the C.D. Howe money policy council—which Rogov says are increasingly urged Carney to raise rates, arguing that inflation expectations are getting out of hand and wage increases are already well above the inflation rate. Yes, it would be like locking the same workers in the end. Yes, it would likely cause further layoffs in manufacturing. And yes, it would make life harder for homeowners who are already struggling with their bloated mortgages. "But that would be the right thing to do," says Rogov.

Carney can't do it. If he raises rates, he could push the strained relations between East and West to the breaking point. If he cuts in on political pressure and keeps rates low, then he could have an inflation crisis all over again. Neither scenario will be pleasant, but he's hope he goes for the former. It will be painful, but not as bad as a decade of rampant inflation. And anyone who can remember the 1970s 19 per cent mortgages of 1982 would agree. ■

Study finds real women don't sell

BY KATE LEHRD • Dove's "Campaign for Real Beauty"—which proudly features "real" women of different shapes and sizes—has attracted international attention and scored several major advertising awards to boot. But it turns out it may not sell much product. A new study has concluded that traditional ads featuring real-thin models hit right at night all along, yet, they underwhelm to women about themselves, but ads that are still more likely to convince women to buy.



DOVE WON awards for its ads, but real-thin models sell more product

In the study, 194 college-age women viewed ads for products ranging from handbags to financial services. After seeing posters showing thin models, subjects were more critical of their own selves, weight and appearance, says co-author Karen Becker-Olsen, assistant professor of marketing at the College of New Jersey. They were also about four times more likely to turn down a pack of Oreo's offered as a thanks for participating.

But the report, due out in October, found that "even though those women felt worse about themselves, they were more likely to buy the brand," Becker-Olsen says. The held true even when the product was chocolate. "Why? Advertising is aspirational," she says. "Real, whose core ad campaign focuses on 'the hope of being better'."

So have Dove's curvy models hurt its bottom line? The company doesn't think so. "We've achieved healthy growth since the campaign was launched in 2004," says Dove Canada's Alison Leung. She adds that Dove has the No. 1 body wash and bar in the country, and won't be abandoning its "real women" positioning any time soon.

Yet Becker-Olsen is skeptical, based on her research. "I'm not sure you'll get long-term brand impact without heavier models," she says. If the were marketing a product to young women, she'd choose a thin model instead. ■

Dominion, A&P, Gordon, Frank...gone

BY COLIN CAMPBELL • We may be deep into the dog days of summer, but there's been plenty of spring cleaning going on at a couple of big Canadian companies. First, Bell Canada got rid of its cheesy lower-midrange, Frank and Gordon, and ditched its sub-brands Expresso and Sparrow (replacing them with "Bell TV" and "Bell Internet"). Then Montreal-based supermarket chain Metro Inc. announced it was doing away with the Dominion and A&P name in Ontario and spending \$100 million to consolidate 176 stores under its Quebec banner, Metro.

On the surface, the cleaning frenzy might seem hasty. Companies invest enormous amounts of time and money in building up their brands. Dominion has been in Canada since the 1930s. It was a major player in the grocery industry in the 1970s and its popularity peaked as an Ontario's competitive market in the 1980s with its "We're Fresh Obsessed" campaign. Bell's beavers enjoyed the kind of fame most consumers only dream of, and Sparrow is now a household name. So, why toss all this down the drain?

The answer lies largely in the cost savings of consolidation. Particularly for grocers, there are huge efficiencies in operating under one banner, says Alan Middleton, a marketing professor at York University's Schulich School of Business. Parameters, having just one brand can help avoid customer confusion. It also means Metro can focus on marketing one kind of store and one shopping experience, rather promoting itself against national chainstore Wal-Mart and Loblaw's.



DOMINION HAS been here since the '30s. Soon it will be gone.

For Bell, whose core ad campaign focuses on the company's name, there's a similar strategy. Both companies, says Middleton, are "clearing up to much fewer points of focus to get their marketing activity behind their master brands."

Regrouping for a fresh start isn't an unheard-of move, says Chris Staples, a partner at the ad agency Reinhold, who help ad dress up the "Fresh Obsessed" campaign. In fact, for both Metro and Bell, it might be a move that will long overdue. ■

The oil sands falls prey to its success

BY JASON KIRBY • Could Alberta's booming oil sands sector become a victim of its own success? Last week, Canadian Natural Resources, one of the largest independent oil and gas companies, reported a second-quarter loss and said its Horizon oil sand mining project is 36 per cent over budget due to high costs. Meanwhile, Imperial Oil delayed a decision on its Kearl oil sands project amid legal squabbles and, again, rising costs. Now oil prices are falling, and the economics of



IT'S COSTING more and more to get the oil out of the sands

some projects are coming into question.

"The worst possible scenario is you build your project in a world of \$15 oil, and you have to sell it for \$70," says Raymond Jones, an oil sands analyst at Jones Research. "If oil is going to keep sliding, those will be the projects affected the most."

Granted, a one-month decline in oil prices, from \$147 a barrel to \$116, may be viewed as the concern that some projects will take 10 years to build, and operate for another 50. And the recent price drop may just be a pause before crude reaches higher. Yet it does highlight how much the economics of the oil sands have changed during the oil boom in Alberta. For years it was said that for oil sands to be made, the price of crude had to stay above \$15 a barrel. When oil prices fell below that level in the 1980s, many projects were scrapped or put on hold.

But rising steel and natural gas prices, as well as a tight labour market, mean the break-even price is now much higher. Goodrich says it at around \$70 a barrel, while Greg Strimling at the Canadian Association of Petroleum Producers says it's as high as \$95. "People say, 'Even if the car is fully they may still be making a ton of money,'" says Strimling. "If the companies were producing today that would be correct—but most are still in the construction stage." The question now is, if oil continues to rise while oil prices fall, how many mines will actually be built? ■

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was ghetto of Whites, 21-year-old Richard Shannon emerges from the Edm'd Mader, a small Hispanic grocery, wearing a black shirt, his arms covered in tattoos. Shannon goes to the Edm'd to buy rolling papers and single cigarettes. He can eat fast food every day but welcomes some of the visitors to street: even pressure to the area. "We wouldn't have to go all the way to Inglewood—a 15-minute drive—to get something," he says. "There are supermarkets closer by, but he won't go. "I don't want to get shot—no live on this side," says Shannon, referring to an invisible border between local gang territories.

South L.A.'s food desert status is made glaringly evident when one crosses the Santa Monica Freeway, its northern frontier, or heads west to affluent Culver City, where valet parking replaces drive-through. At Tender Greens on Culver Boulevard, a solid but less than five kilometers away from the Jack in the Box, watching earth tones replace primary colors, and relaxed color-on-skin stress desert that over-angels salads containing tomatoes they do eat. Activists at South L.A.'s Community Coalition called the term "food apartheid" to describe the nutritional segregation. The use of charged political language is intentional. "It is a dual issue," says Minneapolis Harris-Denson, the group's executive director and a supporter of Perry's plan. "Areas that don't have as many people of color and are not poor have a much different diet."

Reaction to the ordinance has been mixed. Public health advocates, worried about the high rates of obesity, diabetes and heart disease in the area, applaud it. Larry Perry, a professor at the University of British Columbia and an authority on the relationship between health and urban design, a thriving research field, embraces the initiative. "It's your chance to close space environment—exclusive to obesity in terms of urban design and food options," he says. "It's everything diets," he says of the residents. Others, however, pillory it as paternalistic. "How do you feel about treating poor people like children?" William Saich wrote in *Slate*. What the ordinance clearly signals, however, is the evolution of legislation targeted at fat and junk food. Already we've seen wide spread banning of advertising to children and limiting access to it in schools. Arguably, the more powerful fast food's true enemy is a coordinated national, not state, alcohol or tobacco.

Robbie, the L.A. city planner, says support within the community is huge. "Fast food is not what they want," he says. "They want a replacement, secondary options for their families." Robbie was inspired by a 1989 Johns Hopkins study, "The Use of Zoning to Restrict

Fast Food Outlets: A Potential Strategy to Combat Obesity," which assumes the exercise of a government's authority to zone has traditionally been greatest when it is zoning in the interest of public health. "Iture also concludes zoning is only a partial solution that

forthcoming is fast food." He adds: "We were surprised to find what we left from the nation's table." The prevalence of fast-food outlets in South L.A. is another sign of the desiccation of what he calls "family values" in the community. "They've taken away the



FAST FOOD South L.A.'s food desert? (top), several signs (middle) and a sign on a liquor store (bottom) encourage healthy choices.

can't guarantee that people will choose a healthy diet and that businesses offering healthy foods will be successful."

Stephen Davis, associate dean at the Center for Law and Public Health at Johns Hopkins Bloomberg School of Public Health and one of the study's authors, views nutritional deficiency in the inner city as unresolvable. "It's almost people have no other and another threat to their health. They already have problems with hypertension, heart disease and violence. They shouldn't have their lives ended even worse by lack of nutritious food."

T. Rodgers, a former high-profile gang leader who now heads up Sidewalk University, a gang intervention program, supports the ban. "It's a good thing," says Rodgers, sitting with a hooded-up in the street of a drug compound in "The Jungle," a notorious gang neighborhood. Fast food is ingrained in South L.A., he says. "In the black community you're going to find drug churches, liquor stores and meat."



wholesomeness of what God put on this earth for us to eat at the first place."

At McDonald's Los Angeles, an outside the men covered by the microclimate. Jay Williams, a 23-year-old student, sits with a group of young men. "People know this food is unhealthy," he says. Only his friend Wren Johnson, a 22-year-old who works at a nearby Ralph's, a major southern California supermarket chain, is eating—a cheeseburger. "It's just a thing of people—look at it from inside," says Johnson, wearing a football and jeans. Williams, who is picky about his eating, shops at a Fresh & Easy located near his work in upscale El Segundo. But he doesn't use his neighbor Johnson's company. "I don't buy food from Johnson," he says. "I always buy," he says, but considers Johnson

wary of occasion and supply. Williams glasses are set with purchases, effectively creating a marketplace. Mac, a nearby, handed out condoms with men's kits and offered hourly rates, promoting prostitution. Such shops made for a general atmosphere of hedonism. By concentrating on the issue of men and women, these businesses were positioning South Los Angeles, the Coalition convinced the city to close dozens of liquor stores and motels.

Harris-Denson, the group's executive director, says fast-food outlets as "assessable business" similar to those motels and liquor stores because, he says, they "encourage less than 1,000 calories for less than a dollar." The absence of other businesses like local

you're working 60 hours a week, you need to fast yourself, doing your family. You don't have time to cook so you choose the best thing available, which might be fast food."

Darryl Glassner, author of *The Gospel of Food: Everything You Need to Know About Food & Wine*, concurs. He's no fan of fast food outlets, but says the suggestion "that there's a connection between fast-food outlets and the reason for their food choices is not a restaurant." Just because it's a restaurant doesn't mean it's healthy.

When South L.A. there's a failure to recognize that habits won't change. "People eat a lot of junk food," says J. Jones, who has owned the nation's first N-Easy Market in Watts for 15 years. "None of them cook," he says of his customers. Lanes buy meat, fresh produce, African vegetables, he says, adding, "Junk food makes you fat and lazy." He has a store in a modest neighborhood with a parking lot. A prominently displayed sign says it accepts EBT, an electronic food stamp system. Jones says he sold vegetables once he got started, selling his vegetable refrigerator seven years ago, due to lack of demand.

Industry officials view the ordinance as part of a larger movement to increase fast food. "Someone needs to be blamed for this obesity epidemic and we've managed to come front and center," says Dariusz Conway, a spokesman for the California Restaurant Association. The industry would like to "remove the target from our backs so we can sit down and engage in some kind of meaningful partnership to deal with this," he says. Despite rejecting the industry would respond to the South L.A. ordinance by mounting a legal challenge, Conway says it is taking a wait-and-see approach. But he expects the ordinance to inspire similar measures. "I wouldn't be surprised to see many proposals along these lines." Robbie, the L.A. city planner, says he already filed injunctions in other cities, including Miami and Fresno.

The U of T's Turner adds at the notion that banning McDonald's will result in the arrival of Whole Foods. "It's not a strategy of people in South L.A. desperate to march into a supermarket, what would make it work

ONE STORE OWNER SOLD VEGETABLES ONCE BUT STOPPED DUE TO LACK OF DEMAND

stock up on traditional fatty and food fare. He is leery of the city's motives. "Those people don't give a f--- about it," he says. South L.A. councilwoman Jan Perry, who spearheaded the ordinance, downplays it as merely a "hard-on case." She blames the use of zoning to close down liquor stores. "We have a conditional use permit process, which allows us to impose conditions, limit hours, direct the ways items are sold," she says. In concert with efforts to limit new fast-food outlets, the city has put together a micro-packing business offering food trucks that includes low interest loans, franchises for buying and sales, discounted electricity rates and tax breaks. "It's diversifying the options because the fast-food restaurants that are there are not going away," says Perry.

Los Angeles has had poor success with similar zoning efforts. After organizers formed the Community Coalition in 1990, the height of South Central's crack cocaine epidemic, they were surprised when a survey of neighborhood concerns found liquor stores rather than crack houses to be the most pressing

supermarket is down in South L.A.'s economy. At 2005 market study conducted by the city found the district loses more than \$400 million annually in general merchandise, grocery and restaurant sales to outside areas. South L.A. has a major shopping mall, but not only food but other retailers as well. Harris-Denson says, "Really basic day-to-day things are very difficult to buy and to result out here have to be compromised." Fast food is frequently the only kind of new development in commercial centers, he says, adding, "It's not a business-friendly use of zoning."

Matthew Turner, an economist at the University of Toronto who has studied the link between obesity and urban sprawl, calls the ordinance "paternalistic" and "expensive double whammy" it will open up the market to healthier fare at a higher cost. "It's not a change in behavior," he says. Fast-food restaurants dominate South L.A. because that's what the population wants, he says. "McDonald's goes to places where people want to eat hamburgers. And any research suggests people's habits are pretty fixed." Fast food often cheap calories, he points out. "If you're a single mother working for minimum wage,

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BREAKING OUT THE GOOD CHINA FOR THE OLYMPICS

China's drive to put its best face forward makes it easy to forget its iron-fisted leaders
BY KEN MACQUEEN AND JONATHAN GATZHOUSE

BEIJING
2008

Spare a kind thought for China's 29th Olympian. The defending Olympic 10-in air rifle champion won an Olympic silver medal on day four of the Beijing Summer Games. Had he been Canadian, the feat would have earned him instant celebrity, no matter how obscure the sport. In China, he became an object of pity. He wept after failing to catch India's Abhinav Bindra for gold. And he was a soldier, soldiering on at a post-event news conference, such as the weight of China's expectations. "For a long time I got very depressed," he said, "with anxious and complex feelings." By the end of day five, with Canada yet to reach the podium, the People's Republic was atop the standings with 1) all important gold to seven

for the U.S. There is no place for silver here; one does not aspire to finish second in war. If sport is the new Art of War, then with these Games, China is adding a brilliant chapter to Sun Tzu's classic treatise on military strategy. His work—written in the sixth century BCE, and as relevant as today's headlines—remains a staple in military colleges around the world, an business schools and, yes, among hard-driving sports coaches. Implementing the first of Sun Tzu's 13 chapters, "Laying Plans," began more than a decade ago, when China mounted an isolationist and isolationist campaign to host the 2008 Summer Games, which eventually won to Athens. Plans existed long-remembered seven years ago, when the International Olympic Committee selected and awarded 2008 to Beijing.

The hostile response to the International torch run—which became a focus for China's human rights findings and no hold on Tibet—was the start of the extended opening of age-party for an emergency superpower—clearly caught off guard. Or perhaps not, the resulting outbreak of Chinese nationalism may have served to inflame athletic rivalry. As Sun Tzu advised: "Now is time to tell the enemy, our two men must be raised together." Since the chaos of the torch run, the Beijing Organizing Committee for the Games (BOCOG) has surely put a stop to it. They have stepped in the opening days to be national organizers, ethnic provinces and even general hosts, with only the occasional slip of the happy face to reveal the iron men behind the mask.

It took all of two hours for China to capture its first gold of the Games. Flyweight Ma Jun Chao huffed a combined 212 kg, and the heaviest 1) billion Chinese, to become a new national hero. In China's new hybrid

Communism, where Beijing's streets are clogged with Mercedes, Jaguars and Audis, this is more than a victory for the collective. The gold is expected to earn her the equivalent of 5 million, not so much different than the lavish rewards for Olympic achievement in socialist old United States.

Any doubt that China was ready for its close-up was dispelled at the spectacular 8 p.m. on the eighth day of August 2008. In a dizzying mix of light and sound, 2008 drama unfolded down the final corridor to the Games' start, chanting and beating, four—six—seven percussion instruments—with glowing red lanterns and military precision. Dancers transformed themselves into human great leopards, drawing a landscape on stage, and music—Wuqiang choruses, and an ancient Fender Mustang, howl out the first round. And Kyle Shewell, who won gymnastics gold in the floor exercise in Athens, capped his courageous return from two broken legs to deliver a strong performance on the mat and in the vault. While he didn't get the medal needed to advance to the final, "It was a huge victory in many ways," he told reporters, his eyes wet with emotion. His teammate Alexander Noll, struggled through the event on a severely sprained ankle, the tendons and ligaments so damaged that he should have been out of it. His position had only been used as a "case out of it" by the team physician. In the end, Canada finished ninth in the main event, missing the final by one spot, and prompting allegations of

fraudulent and women and another 417 billion in extremely successful commercial measures, left some gawping at the manner the Olympics have become.

At the least, the gala must have provoked indignation amongst members of the organizing committee for London 2012, and Vancouver's 2010 Winter Games. In China that week, John Farthing, CEO of VANOC, set about dampening expectations. "We'll have a show like that," he said. "We'll have some show that's really Canadian! We'll see it, and it will inspire the world."

In what is becoming an Olympic tradition, Canada started slowly in Beijing. In winter, Daniel Nason, a gold medal winner in Sydney and now a World Bank chairman, and his partner Frederic Nijmegen, howl out the first round. And Kyle Shewell, who won gymnastics gold in the floor exercise in Athens, capped his courageous return from two broken legs to deliver a strong performance on the mat and in the vault. While he didn't get the medal needed to advance to the final, "It was a huge victory in many ways," he told reporters, his eyes wet with emotion. His teammate Alexander Noll, struggled through the event on a severely sprained ankle, the tendons and ligaments so damaged that he should have been out of it. His position had only been used as a "case out of it" by the team physician. In the end, Canada finished ninth in the main event, missing the final by one spot, and prompting allegations of



NO PATIENCE FOR SECOND BEST Playing around at opening, China's 29th Olympian won silver and gold. Chen Yuxin's gold may state her 215 million

enough. Judging from head coach Edouard Hovos. "It's not so good for sport, not so good for gymnastics as it is for judges give much not by sport, but by some sort of game."

Canada has one of the largest teams in Beijing—131 athletes—but its size has more to do with unexpectedly strong showings that qualified several dozen sports, including men's water polo and field hockey and women's synchronized swimming. The team has five medal favorites, and after the day's performance of Athens—just a dozen medals, along with notable flame out in the pool and on the rowing course—expectations are being kept deliberately low. Mike Chambers, president of the Canadian Olympic Committee, says the goal is a top 10 placing, meaning a medal count "somewhere in the teens."

Still, the Games is bright, colorful, and a model count "somewhere in the teens." The federal government injected \$8 million this year into the new Road to Excellence program for the Summer Games. The amount rises to \$14 million next year and \$14 million annually thereafter. The fund was set up late for Beijing, Chambers says, but it should help for London in 2012. "These Games are the old funding model for a new approach," says Chambers. "The next Games will be a new approach, one that is a model, not a transition. We've got half of it, so we'll have all of it in London, so we'll see what we can do."

For China, making its way to a new measure of excellence. The country's massive investment in the run up to these Olympics includes a so-called Project 119, named after the number of gold medals available at the time the Games were awarded in track and field, swimming, rowing, sailing and canoe/kayak—all areas where China was traditionally weak. To ensure success, China imported top-level coaches from around the world. "In the spirit of military method," Sun Tzu said, "We have, finally, measurement, accuracy, execution of

PHOTOGRAPH BY AP/WIDEWORLD; JUNG AND HONG, GETTY IMAGES; CHEN YUXIN, AP/WIDEWORLD



quantity, already, unless
stone, jewelry, Islamic
art of diamonds." Or as
Cynthia's Chamberlain puts it,
"Saddos to them. They're
invited to spend, they're
invited to coach, and their
support network. It's
sure it's going to pay off."

Of course, no Games are trouble-free. Drop-
ping, of course, burned more than two dozen
competitors from men's sailing due to fogging.
And one who did, Spanish cyclist Manu-
el Navarro, was caught in a surprise drug test
on July 11, and banned for Spain before the
results came back positive for endurance
boosting EPO.

Jacques Rogge, president of the Interna-
tional Olympic Committee, promises there
will be between 30 to 40 athletes exposed by
the 4,304 drug tests that will be administered
to Beijing. "Doping is as sport was criminal-
ity is to society. There will always be crim-
inality," says Rogge. "There are 300 million
people who do sport on earth. There are not
500 million tests."

After the faces of the international portion
of the torch relay, Chinese authorities have
been on edge about possible demonstrations,
but few have materialized. A handful of Canadians
were among those deported in the Games' first week for
staging pro Tibet demonstrations outside of the govern-
ment's designated—and re-
stricted—"protest zones."

Outside of the opening
ceremonies, authorities seem
as if for ordering residents
of the capital to celebrate at
home, rather than in the
streets or public parks. In
historic, people gathered
around neon-lit television
sets in their city's narrow alleys,
under the watchful eyes of
red-beretted women "secu-
rity volunteers." Use of local
residents was not to be safety
concerns over the massive
protestor displays being
launched since the city's
security entered Olympic
mode last October and last
week's release of a video
purportedly made of a
Qigong-affiliated Taoist
priestess.

Islamic Pina. In several Muslim to avoid
bearing witness, business planes with Chinese
during the Games.

The protestors missed the party, but hardly
dampened the pride of many Chinese. In
Beijing, down town streets and residential
areas are awash with the red and gold national
flag. And headbands and painted faces are



LATEST ACCESSORY:
Painted faces and tie-dye
headbands. China invested
money and it's paying off—
entire, artistic gymnastics.



TO BE AN OLYMPIC VISITOR MEANS RUNNING A GAUNTLET OF CHEERFUL 'HELLOS' EVERYWHERE YOU GO

the latest fashion accessories, then outside the
Forbidden City, David Yang, the owner of a
souvenir shop, exposed supreme confidence
that these will be the best Olympics ever. "I
think the Games are a platform to promote
Chinese culture," he says. "It's good for sports,
for our economy, for propaganda." Yang is
not hopeful that a third volcano

will fascinate guests of the business of sport,
the business of geopolitics and, of course, the
business of business. To be a non-sports fan
in Beijing, even more so than most Olympics,
is to be rendered invisible. American stran-
gers may make most of the barbarous
taunts at Olympic venues, but since they didn't
sell out millions for a sponsorship deal, you



wouldn't know it. While top and cheerful
Olympic visitors cover their brand names.
The trade marks of flags and television in the
middle village are similarly muted.

Most of the down to Games coverage is an
effort to promote the project's placement—in dif-
ferent than the home news coverage of broad-
casts in Athens, Torino, or Salt Lake City.
The Chinese national television, however, is
a telling throwback to the doctrine of Com-
munist propaganda. On the opening day of
the Games, for example, a day the Chinese
won their first two gold, there was no men-
tion of the victories in July. But 15 min-
utes of the broadcast, instead, was given
over to the banner of China's President Hu
Jintao, as he met with an endless stream of
world leaders. His shaking hands, his nod-
ding attentively across a boardroom table,
his sitting with leaders at a elaborately carved
state table behind arranged guests of the
only leader from 1949, with his seven black
suits and baldpate helmet of hair, came
from the fresh chestnut sea to greet each
new delegation. There were leaders from
the U.S. and Russia, from a succession of African
nations. Even Canadian Prime Minister Stephen
Harper scored major first time. Canada's
police identity, with Prime Minister Stephen
Harper sitting on the opening, was a rem-
inder here as an American Standard hotel.

Gopelita said, the Games have enough
cheerful spirit to make it easy to forget
anxious that China remains a country of lin-
ter freedom and non-free rule. Still, there
are revealing moments. Bored deep away
from the Olympic news, the Oriental Mar-
keting Promotion last week that 31-year-old
Chen Zhenping of Jiangsu province was an-
nounced to be 31 years old for selling black
market political books. "All have notes pep-
pered with sensationalist grab headlines such
as 'billionaire political secrets' and 'leader
ship power struggle', in reference to their
entirely fabricated context," he reported.

Even the lack of men on opening night,
despite a thousandth of a second, was also
criticized. It's less a sign of the work of the
state. Some 1,100 men of different heights
were fired into the Beijing sky before and
during the ceremony in which it called the
largest weather modification exercise in
China's history.

The temporary upsurge in Canadian
news that brought the Canada a measurable
goodwill. Equally important is the clear sig-
nals to explain the joys of Western cul-
ture to the Chinese media of Western Mas-
sachusetts, and to assist for the Western media
the impact of an emergent China.

The Chinese, he says in an interview, are
greatly uneasy that the Games, and the
international torch run before it, become
symbols of international peace. They have
seen, as Roosevelt has, an unusual trans-
formation. "It was a society that 30 years ago
was completely closed. Even like North Korea
30 years ago," he says. "From the Chinese
perspective there is much change, some-
thing important in their daily lives, but it is
not as much of a sudden change as it is
seen in their personal freedoms. Although
not to deny the limitations and the problems
with human rights and everything, but from
a Chinese perspective they're seeing this huge
progress and all of a sudden seeing the cross-
cultural getting worse and worse."

Whether the time of China is a success story
or whether it is a failure, it is a reality
to be seen, he says. Regardless, it is a reality
to be seen. "When China joins the world
community it doesn't mean all of a sudden
they just start playing by our rules. As a big
player, they start their own rules to well," he
says. "From a Canadian perspective, we see
the same thing with the Americans, they don't
always play by the rules. They make up their
own rules too, and China is like that. There's
going to be friction, they're going to do things
that we wouldn't do. They are a big power
already and they're going to get bigger."

The importance of these Games to China
can't be overstated, but the impact of their
legacy should not be overstated. "China is
changing rapidly without the Olympics and
it would have been changing anyway," he
says. "China is not becoming an economic
superpower because it got the Olympics, it's
the other way around."

A brand of Chinese Olympic medals is a
must for the Olympics, a reward in their
own right, already won the Olympic. Like any
good strategy, that Tian Egan is not wrong.
The best commanders win wars, he wrote,
without going to battle. ■

are like 30 times faster."

Canadian news article 43-year-old Mark
Rowswell, known to hundreds of millions of
Chinese as the comic and celebrity reporter
Douglas, has lived through China's rise for
more than 20 years after embracing the lan-
guage and culture while a student of East
Asian studies at the University of Toronto. He
has a lot of work courses, dividing his time
between his hectic celebrity demands in China
and the tranquility of life with his wife and
children on a farm north of Toronto.

The temporary upsurge in Canadian
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ROGERS

SPORTS



BEIJING
2008

OLYMPIC PHOTO OF THE WEEK

The volleyball team U.S. player Misty May-Feenan (left) helped toward
President George W. Bush wasn't nearly as tough to find as the question
that followed. In the trifling of the sport, the 30-year-old player offered him
the chance to stop her before, saying: "Mr. President, how hi?" After which
appeared to be a few moments of uncomfortable awkwardness, Bush opted
to let a quick walk on the small of her back with the back of his hand.

THE BACK PAGES

bazaar

A \$40 bottle of water
P.14

fame

The two faces of 77 percent
P.17

arts

Subversive kids' books
P.18

books

CanLit's rising starlet
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tv

From gangster to professional
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media

How 'Playgirl' went soft
P.22



music

On Canada Day this year, Don Cherry, the Newfoundland-born Detroit Red Wings star, attempts to be homegrown to show off the Stanley Cup with his game-engraved oval. Hailcoat Grace was absent, and Shawn Labaree, who's been nearby for years, tossed the crowd's wish by three young boys to catch a glimpse of the parade. Traffic failed the plans but, stored by the occasion—a hometown hockey hero, all those flags—Labaree is down that evening and wrote *My Hockey Night in Canada*, an upbeat Tim Poty-style rock number. He then recorded it on a home digital recorder with his red Sweeney Hagar Washburn guitar and some drum loops, his nine-year-old, Dylan, along as studio engineer. A couple of weeks later, he uploaded the song to the CBC's *Hockey Night in Canada* theme song website.

Labaree, a 30-year-old who's officially a full-time dad and part-time songwriter, admits his isn't a high-class production. "My somewhere I'm reading, it's just barely enough room to sit down in a chair. I got the video set up on a bunch of egg cartons on a little 25-foot mike stand, and it's a 25-year-old one," he says. His backup singers on the "hey hey" in the chorus are his sons: Dylan, Jake (age 7) and Alexander (2). But he hopes the judges will hear the potential in the song: "The little fella, the two-year-old, started singing it right away, so I figured I have half a chance," he chuckles. Labaree actually won a songwriter contest once, in Australia, where he lived for a time. The prize went to Jeremy Hagar guitar.

On June 19, the CBC announced the details of its contest to find a new theme to replace the beloved "O Canada/God Save the Queen" theme written by Daniel Gauthier. Labaree's is one of about 4,000 tracks that have poured in around five times the \$30 to \$300 entries expected, says Scott Moore, head of sports at the CBC. With two weeks to go, every day there are more songs with titles such as *Slap Shot*, *GOALS*, *Another Off-Road*, *Propaganda* and *Home: Your Jack Stays*. There are peppy rock instrumentals galore and peppy pop songs like Danny Lussick's *Generface*, which

the 37-year-old engineering student from Peachland, B.C., admits he wrote in your age, show me a girl! There are songs with thinking about making (are we a nation of poets or writers?) and classic crumpets and "You're a genius, genius, even a clever 'Woodstock' collage—made a century of loops of cat yowls, baby screams and gunshots. That last one, Logan Aube's *Hockey Storm*, is one of the highest-rated, and a blogosphere celebrity by being several YouTube commenters of its own.

Among the just-bird musicians and broken, music teachers are well represented.

Robert Fraser (Bark), who looks about 13, is all available at anytime (he's 13, so he's a rebel), commented on, discussed. As, indeed, they are. If the contest was launched in part to start a happier national conversation about hockey and the CBC's working. Of course, once you get people talking, there's no telling what they'll say. In the coming weeks, at the euphoria of the early days gives way to the business of choosing a winner, the CBC, like the rest of us, may discover what a can of worms a mildly popular contest led to. As some TV shows and a national sport can be.

For now, *actively* (commentary has formed on the site, some posts appear online only occasionally for the feedback is often generous. "Biffback 888 This is a winner! What a powerful hook!" posted crisscross. "Why isn't this guy on the CBC payroll already?" asked mitch. There are helpful suggestions: "Perhaps move it up a weekend on the second half. This will create suspense and excitement." The site representative, musicologist Crowell, was not particularly happy about the highly publicized results: "Some are very nice, but only because... he wants you to try harder."

In the age of American Idol, anyone can be a musician, but everyone is important, everyone's a critic—sometimes meaning effect here. "Catherine—you've put the loops together well but it's only looping, what did you compose yourself?" Brownstone moon inquired about a submission by Catherine Gauthier of Kelowna, B.C., that all in all, the contest was a success. Brownstone moon admits she did use GarageBand loops, the pre-set persuasive and melodic rifts available on Mac computers and iPods (dances for many reasons). "Good clear opening," another poster wrote of St. John's resident Scott Brennan's contribution, *Where's the Love*—it's Dvorak's *Symphony No. 9* in E Minor, overlaid with some electronic beats. "It's called sampling," the author replied, to a listener who'd caught on.

Contest entries have come from all over, though B.C., by mid-July, had taken to the task like no other province, supplying close to 20 percent of tracks, according to the Guar-

Settling the score

If you think the responses to the CBC hockey contest are passionate now, just wait BY SARMISHTA SUBRAMANIAN



GHOLORES GLAHMAN's famous theme is now owned by CTV. Watch the contest.

Guaranteed Canada is a retired high-school music teacher from Winnipeg who wrote the original for church choirs. He says he entered because "it's different from the usual kind of music I work on." I was attracted to it like a magnet. "One entrepreneur reader has seen in a video clip. The Long Shot, by David Goss, is a bit of homemade self-composition reminiscent of vintage NPR shorts: a park talking across the land, over his hometown of Newkirk, N.B., "Home of the World's Largest Axe," over the Parliament Buildings, helped along by the Canadians—all to a raucous guitar-and-keyboard score. Another theme is parodied out adorably on a piano by a boy,

and some with no apparent loops whatsoever. (Brownstone moon admits she did use GarageBand loops, the pre-set persuasive and melodic rifts available on Mac computers and iPods (dances for many reasons). "Good clear opening," another poster wrote of St. John's resident Scott Brennan's contribution, *Where's the Love*—it's Dvorak's *Symphony No. 9* in E Minor, overlaid with some electronic beats. "It's called sampling," the author replied, to a listener who'd caught on.

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NE DE SPERIO The books he found on arrival: 'All little animals, all little free-roaders, all equally stuff-I-fused being killed by my mother'

The prodigal subversive returns

Tomi Ungerer, controversial '60s creator of classic children's literature, is back in print

BY BRIAN KATZ Anyone willing to think that those who create books for young children, or did so back in the 60s, school-marmish past, were necessarily tame, mild and highly proper, should consider the life and works of Tomi Ungerer. A sensitive pacifist, violent artist, angry anti-Vietnam War polemicist, gifted creator of erotica, Nova Scotia pig farmer and crude practical joker, he's also the recipient of the 1998 Hans Christian Andersen prize for illustration—the kids' world's equivalent of a Nobel. Least through his books from the '50s and '60s, and what began as a recognizable graphic style, a clear remnant of his better-known and less—disastrous—work from the twenties of Suzanne Sorel to Maurice Sendak and Shit Shoberman. Tomi Ungerer, in fact, is exactly what his new publisher likes to claim: "the most famous adult book author you've not even heard of."

New Ungerer, 76, is back, with Phaidon Press having acquired the rights to all his children's works and republishing 1961's *The Three Robbers*, the first in a series, in September. Back in English that is, because the original (in French, German, English) Ungerer never went away in more than 20 languages and 400 titles—yes, in "Laotian," he says over the phone from his home in Ireland. "It just in America I've been lost!" Why one of the most beautiful and influential children's illustrators even, who created some of the 20th-century classic plans to come in English in New York, should have been so forgotten in North America, is a tale about a moment in time and one prickly personality.

Ungerer, a native of Strasbourg in France, arrived in New York at 24 in 1936, with only

160 and a suitcase full of drawings, and found a golden age for illustration. He had created work at *L'Espresso*, *Margherita*, *Paris*, *Life*, *Sports Illustrated* and elsewhere, caricatures and portraits of society people and exquisite drawings of thoroughbred racing or exquisite than legs. He'd design letters or print ads or create movie posters, like his group for Dr. Strangelove (1964)—a general publishing a business on his artwork that exploded his own head in his artwork that exploded his own head to be there. "It was a good time to be there," he fondly recalls. "Magazines were always ready to send me a camera rather than a photographer."

And, from the very start, he produced children's books, dozens of them, "the child to me," he says. They were oddball situations in a U.S. gone deranged by a gentle riot, with, then, of blood and an adult stories Ungerer's family and friends *The Mollusks Go Flying* (1977), or the

but above all, "there was so much mischief in his work." Ungerer's derivative of the book's books he found on arrival: "All little animals, all little free-roaders, all equally stuff-I-fused being killed by my mother." So the writer set out, Macan, say, to reveal the critics. Ungerer would hide a drop of blood in a picture or draw a hand with no fingers or a human face dangling from a horse's knapsack, images he hoped his kids reader—a child wise and bold, ready to take the world as it is—would notice, and he imagined critics—pissed-lipped Republicans—would not.

That came out of Ungerer's idiosyncratic view of the nature of children, at some instance: "Children were the way I was," in Macan's words, "which is the ones who had forgotten everything important" and "unconscious." "Most kids' books tell kids what to do," Ungerer says. "They don't make them actually do it. Children like big words, new words. I write 'blunderbuss,' and 'gun.' Kids already know where babies come from, what they don't know where adults come from. The ideal concept of childhood was, 'practice on the way to happy one.' Born in Alsace in 1911, in the Rhine borderland that changed hands so

often between France and Germany, Ungerer was there when his father died. His mother, to his dismay, was to live with a distant aunt, a religious fanatic who believed depictions of the human form were obscene, and destroyed anything Tom drew. Small wonder he was resistant to men's lessons.

That came the war, and the Nazi occupation. Declaring Alsace to be recovered German territory, the Nazis incorporated it directly into the Third Reich. Ungerer, pushed here to his mother, learned the public use of French was forbidden. He had three reasons to learn German if he wanted to



return to school, which he did peacefully until nine-year-old prosperity did. By 1944, drafted into digging Wehrmacht trenches, Ungerer thought the worst had come, but when the French returned after VE Day, for rebuilding there were the sons of Germany, he found his old-called his enemies as anyone as the conquerors. The experience left him a lifelong pacifist. Ungerer has always considered himself an Alsatian first, European second. He's never well after, a belief that he's behind the conclusion in his first post-war French report card: "This boy is generous and subversive." He soon left Alsace to knock about Europe, so far as Lapland, he says, before crossing the Atlantic.

Macan was a dramatic case, "a real live offer," Ungerer says. "plenty of work, plenty of money, plenty of influence. Not only did he accept others with his graceful style and generous philosophy, Ungerer in fact introduced his friend Shit Shoberman on his own circle, the legendary Unkraut Nordström (whoever, who had made his mark drawing for Playboy, would thereafter have had a hard time breaking into the kids' genre, as Macan dryly notes.) Ungerer was sometimes the guest of honour at the National Cartoonists Society, where he once told the assembled members a story that showed where his pacifist ended: "An art director had called to ask if Tom was sending his work around with another guy," says noted cartoonist Randall Rios. "Tom said he wasn't, so someone else was showing stuff identical to Tom's. Ungerer, more to defend to the whole in order to find out who. The offender's name was second and Tom called him and told him that if he didn't stop copying him... he would kill him. He had no more problems with that guy."

The same pacifism was on display with his practical jokes, which were so notorious some people hesitated to take up invitations to parties at his home in the Thompsons. "I loathe bourgeois society," he says graciously, "so I would have headstrong parties where I'd throw out of the first, and you'll

'run, run,' or some like stories in hamburger home—you know, shake them up."

But even as Ungerer was trying high-society his many enjoyable parties was spending weeks at a time in Montreal working on drawings for the Canadian pavilion at Expo 67—he was tracing the last of his home's home life. He has always believed, true child of the '60s that he, at that age, free of anatomic hang-ups on the real one for men's world. Ungerer has created so many books of erotica—"I do not say, pornography," he adds secretly—as kids' tales, from 1965's *Formica* (satirical drawings of real-life sex to Gauguin's *Atahua* of 1910 60 years later, his tribute to some friendly doer in a Hamburg brothel.

At the same time, however, of Ungerer's supposed Communism—never true, he says—began, fueled by his first in post-war anti-Vietnam War posters. Ungerer was never a member of his political art. A 1967 drawing of a statue of Liberty being thrown down an Asian street's trash. The combination was toxic: American children's books publishers might have copied with an author of other suspect politics or worse sexuality, but a comic pacifist was too much. "What had been a storm in the wind with *The Three Robbers*, that nagging feeling in the establishment that Ungerer was a little too edgy, became a full-blown storm."

By 1971, in full flight from the U.S., Ungerer was married on a pig farm near LaPointe, N.S. Four years later, he and his wife, Yvonne, moved to Ireland to raise a family. His story is told on this side of the ocean, but in Europe Ungerer went from strength to strength, his books never out of print, and the first living artist in France to have his own art museum—the Musée Tomi Ungerer, in Strasbourg, housing 3,000 of his drawings and 6,000 kids' toys he's collected.

It's good to live long enough to see the world turn, Ungerer admits, although he'd like to find so personally return and back in the streets. But he takes his reservations in

MACLEAN'S BESTSELLERS

COMPILED BY BRIAN KATZ

Fiction	
1 CARELESS IN RED by Deborah George	100%
2 THE ENCHANTRESS OF FLORENCE by Robert Blythe	81%
3 THE DEEP by Stephen Hoyer	80%
4 COCKROACH by David Meyer	61%
5 THE STORY OF EDGAR SAWTTELL by David Webb	58%
6 NETHERLAND by Jonathan G. Smith	55%
7 THE UNCOMMON SENSE by Alan Bennett	41%
8 UNACQUAINTED EARTH by Thomas Mann	70%
9 THE CELESTIAL OF SABAUNO by Jonathan G. Smith	55%
10 MOSCOW RULES by David Smith	35%

Non-fiction	
1 THE LAST LECTURE by Timothy Ferriss	100%
2 WHEN YOU ARE ENGAGED WITH PLANTS by David G. Smith	38%
3 WHAT I TALK ABOUT WHEN I TALK ABOUT RUNNING by Harlan Phillips	81%
4 FUTURES LATE by David G. Smith	41%
5 THE MAN WHO LOVED CHINA by Thomas Mann	30%
6 THE BILLIONAIRE'S VINEGAR by Thomas Mann	81%
7 FORMICA ON THREE LEGS by David G. Smith	81%
8 THE THREE ROBBERIES by David G. Smith	81%
9 DESCENT INTO CHAD by David G. Smith	81%
10 HOW PITCH WORKS by David G. Smith	81%

LAST WEEK (OVERALL QUALITY)

strides, as a demonstration of the truth about the world, and the one that he had seen directly the truth was wisdom of a hard-knock childhood. "Don't hope, cope." ■



PLUM RIGHTS: Is Tina Cohen's first novel being snapped up by Fox? Another company wants to turn her kids' books into a series

Swimming out of the CanLit pond

In the U.S., Target's declared her next novel a 'breakout book.' Then there's her movie deal.

BY SARAH WEISMAN • For most Canadian authors, a perfectly respectable career can be forged in modest terms: publication by a boutique press, an award or two and some glowing reviews. But in publishing, becoming one of a global industry big fish in the small pond (as in CanLit) may no longer be guaranteed literary survival. So now we're seeing the fruits of cross-border advance hype, such as the US\$ 25-million deal for Maclean's author Andrew Davidson's novel *The Gorge*, released Aug. 5 by Random House Canada. Promotional and lucrative awards from other corners, such as Ruth Wargo's surprise BMOFC Du Bois Literary Prize with its huge, also overseas international visibility.

At first glance, Tina Cohen appears to fall squarely into the modest success camp. Her first novel, *Jane Howe*, was published last year by HarperCollins Canada to positive notices and encouraging sales. It landed on the short list for the Commonwealth Writers' Prize's best first book, an unusual development for a work of commercial fiction. Advance word on her new novel *I Swore God, God*, due at bookstores in August, is even stronger, especially in the U.S., where the retail giant Target has already designated it a "breakout book." What does garner Cohen from the CanLit gods, however, is the interest she's received from as many as 10 different medium film and television.

A few years ago film-to-fiction adaptations barely figured on Cohen's radar. She had secured a literary agent, David Laiter of the New York-based firm Writers House, for a novel that did not do so well. Then a long-term fascination with old houses opened the idea for what became *Tina Howe*, the charming and at times poignant tale of how women

on foreclosure are scrambling to find their way—and an unlikely friendship with the little girl next door—helps Jack Middleton conquer his grief. *Jane Howe* quickly sold to HarperCollins's U.S. division (and later to its Canadian imprint on the basis of what her editor, Iris Tapfholz, singled out as a "command voice on the page"), but the novel's mainstream success was still even faster in Hollywood—with Fox looking up the film rights in advance of the U.S. book deal. John Correy, director of the Oscar-winning independent film *Crash*, is on board to write the script.

"The film side came as a total shock." As I wrote the book I seriously wondered how it might translate to screen, then immediately laughed these thoughts off as unrealistic. "I did Cohen on a recent television interview from her suburban Toronto home. "But I never honestly thought the film deal would happen." Her spine was not surprised. "Tina's work," says Laiter, "has a great sense of timing and pacing on top of being character-driven, which is what Hollywood likes. She's really able to create a story with beats and genuine moments that balance internal thought and external action."

Since then Cohen's career has been accelerated even more. Last year she also published her first book for children, *The Invisible Rules of the Zoo Lane*, and the sequel

followed this month—as did the news that Toronto production company 9 Story Films announced it had secured the rights to turn the *Zoo Lane* books into a live-action television series. The deal came about as a result of some thirty when Cohen was the featured author at a local book club. "One of the club's members had a neighbour who was a producer, and when we got to touch afterwards I sent over the book. The producer loved it."

It's not soon to tell whether *I Swore God* will be coming soon to a theatre or plasma screen near you, but the odds seem pretty good. The novel's populated with characters facing life-changing situations, from single mother publisher Rachel Bennett's struggle to be a perfect parent for her teenage children, her new lover Levi's terminal diagnosis, and especially his 10-year-old daughter Olivia's non-verbal learning disorder, which makes her of the ability to read other people's body language. *I Swore God* doesn't run these characters into one another to get ahead, instead it was very humane and genuine emotion to bring about a bettered sense.

This empathic quality, regardless of Hollywood's penchant for it, is what makes Cohen as one of Canada's strongest new talents. "Tina has a great way of saying her human story in a way that readers can easily identify with and relate to," says Tapfholz. "It is an ability coming from grace, generosity and modesty that is—surprisingly—effortless but all too rare."



FINALLY, A BOOK ABOUT... ATOMIC TESTING FOUR Tons of going to the cottage this summer? Consider it a road trip that takes in atomic test sites. In *A Nuclear Winter Vacation* in the World of Atomic Weapons, defence reporter Sharon Weinberger and Nathan Hodge show readers how to read history of U.S. atomic sites but also introduce some new hot spots, including Iran's nuclear test sites, where propaganda is only too glad to welcome you.



ONE OF THE contestants on MTV's *Frags* is Kevin Connolly, who ranges from slick and business savvy to style ('pull up your pants')

Think 'My Fair Lady'—for thugs

A popular new MTV reality show has gangsters competing to become gentlemen

BY ZACHARY WEISMAN • Half the cast is drunk, Cripes has yet to make off his "twin blocker" sunglasses, and Pretty Ricky has just started "rice out" at a female suitor. Welcome to *Frags*, the new MTV reality show that pits three ring-outs from G's to G's. Currently airing on MTV Canada, the James Ponsi-produced reality show pits 10 G's (gangsters) against each other in a battle-royale competition to become... gentlemen. The winner scores \$100,000 to start a new, gangster life and is granted access to Bentley's exclusive "Gentlemen's Club," wherever that is.

Midway through the episode, Pretty Ricky has gone from insulting women to unsmiling on the side of the station. He's staying in Another G's. Zed, explaining a "confession area" moment: "That's a real G right there. We don't use bathroom, we use our own and we wash that. That's where we do it in the minds of Bentley. I just walked in to it. 'That's a G' 'W'... they got a long way to go."

Each show is structured around a lesson, a follow-up challenge and an elimination ceremony, dubbed a "cage meeting." One plus with the show: Though each G gets to vote for who they think should leave, Bentley ultimately decides which G is sent home. The last man standing is crowned "Gentleman."

The format looks a little familiar, but the lessons, ranging from etiquette to business strategy, are where the show sets itself apart. Instead of calling your waiter down, what could you call him? For instance, posed some difficulty. Luscious style include advice like "pull up your pants."

Meanwhile, elsewhere in the mansion, Kevin has threatened to "beat" D-Bag's mother because he took too long to leave the

room. Kevin explains: "I gotta people in the face once in a while. I don't think I'm a boyfriend." A tall during the chapter meeting leads Bentley to ask Kevin, "Did you apologize?" It sounds like something you'd say to a four-year-old, but it's a revelation for the G's. "I sincerely apologize, brother, and I will never happen again," says Kevin. "I have a history of aggression... I'm here because if I don't make a change, I could lose my life."

Some G's are honest, or living off of their car. Some are looking to gain custody of their sons or daughters, or to support their sick mothers. MTV in the U.S. has posted all of their "gangster" real-life tapes online, there's a lot of drama packed under the jewelry and personas.

Although the show originated from Fox's desire to give "diamonds in the rough" the chance to shine, the truth has been passed to Bentley, who made his name as T-Daddy (Daddy's assistant and a confidante). Bentley's work is to mentor and manage the G's to promote etiquette and manners and his book, *Advance your Gangster How to the Manners, Confidence, and Style to Get Ahead*, positioned him as the perfect for the show. "I truly believe we're living in the golden era of diamonds," says Bentley. During the show he brings his work to a much wider audience. "People are kind of celebs

really, they want something that is more meaningful," says Bentley, senior vice president and GM of the MTV group. "I think Fox G's to G's took into that trend of experiential programming."

Bentley's weekly television meetings are moderated by the efforts of each G to learn. Take our guy Pretty Ricky. "He was coming on wheels," says Bentley. "On an ordinary reality show he would have stayed. Bentley naturally talks, offers and joking out members off. The only way I can drive here my message is to get out of the hell that Bentley is holding the [and naturally] instead."

The main appeal stems directly from that message: "The show's for anyone," says Bentley. While the G's might be more interested in their mothers, there's a little bit of all of it in the show. Everyone has a friend who doesn't know which kind to use or drink to reach at the office function. That's what fuels Bentley's commitment.

Seen like the work is paying off. Among Tuesday's MTV Canada, the show is also the most-watched on any one spot, and it's barely dipped in its success of all stars (Kevin Connolly, Donald Boring, James Ponsi, Ted Allen, and Master P to name a few). Still, the inexperience questions remain: will Cripes ever take off his sunglasses, will Kevin stop pointing people at the face once in a while? Time will tell, but Bentley's message is simple: "This is the world we're in, and we're going to work on it. How about you?"



ACCORDING TO TV... BEIJING AIR POLLUTION "Everyone in China already has Olympic fever. Or it's all about the bronchial asthma. The United States bicycle team got off the plane wearing anti-fume masks. They say the only way they're going to get fresh air is to suck it out of their toes." —David Letterman
"The government says the pollution is just a harmless mist. They made a similar statement about the treatment of prisoners—it's not torture, it's illness." —Greg Kuperman



"While I first started, there had to be a penis in every page," says one editor. "I said, are you kidding? Women don't want that."

How 'the man' kept Playgirl down

Believe it or not, there was actually a time when smart women read it for the articles

BY ELIANE GEORGE • In 1971, Bart Reynolds, head of the set of *Deliverance*, posed naked for a *Cosmopolitan* magazine contrived—elegant, chaste, hair styled, reclining on a chameleon rug. Despite the strange showing of any anatomical parts, the novelty of male pornography shocked and delighted readers. So much so that the magazine watched *Cosmo's* third editor, Helen Gurley Brown, as a feminist hero of sorts. One year later, *Playgirl* magazine was born—the brainchild of a former L.A. nightclub owner with an eye to reaching a growing market of "women's libbers." That's work, after 16 years in prison, *Playgirl* announced that it will publish its very last issue this fall.

Arguably the biggest surprise to come out of the anniversary event was the news that *Playgirl* still exists at all—and with a respectable circulation of 600,000 copies, printed in 32 countries. Which begs the question: who the hell has been reading *Playgirl* all these years? As employees wear it's might women—single and married—many of whom live in their original place of birth: New Jersey. But also, in equal numbers, gay men—who enjoy the fantasy of being with straight men who are (ostensibly) off limits.

As it turns out, *Playgirl* was always *Cosmo* with penises. It was, at one time, an important artifact of the '70s women's liberation movement—pro-sex & women's power in *Playgirl* and *Emme*. These mavericks of our era saw Joyce Kessel in the pages of *Playboy*, played adult between Marlboro and Siskin ads, and they decided to see Life Wagoner of *The Carol Burnett Show* in all his glory. And see him too! (It June 1973).

Baylesters had unique access, too. "The article wasn't all about sex," says Michele

even in the popular standard of female beauty evolved into something lazier. And more.

The great coeditor of *Playgirl*, it seems, is that despite its predominantly female editorial staff, it has always been controlled by straight men—most recently, the owners of New York's Blue Horizon Media, who also publish hard-core porn titles like *Chevy* and *Privately Legal*. Coinciding in 1995, former *Playgirl* editor Judy Gale put it this way: "The irony of looking men who directly wrote for women as women and women of female desire in *Playgirl's* day-to-day reality."

"When I first started, there had to be a penis on every page," says Zipp. "I would say, are you kidding? Women don't want that." Several female editors tried over the years to guide the publication back to what it was in its '70s heyday. In 2004, Zipp overrode a complete redesign. "I tried to make it darker, moodier," she says, "but they wanted more nudity! I got the first redesign idea back from them with a tab on each of the pages where these men appear, and they were like, 'There's only seven.' And I thought, you know, out of a 96-page magazine, seven is plenty."

As the magazine became more men's, its content faded, advertisements and notices dropped off, and celebrity participation all but dried up. "I really felt that I did everything I could," says Zipp, who now darts back to *Working Men's Media*. But in the end, no town *Citi's* Mordecai (September 2007) could save it. *Playgirl* is survived by a website and cable channel. ■



STOP THE PRESSES... A CONSERVATIVE'S BRAIN

"Conservative political commentator Robert Novak has been a mainstay for the *Chicago Sun-Times* for decades. He announced last month that he has a brain. The revelation came less than a week after he stuck a penknife into his Cervix and drove away."—A story from the Associated Press who served, Aug. 4. "The story was later corrected to state that "Robert Novak has a brain tumor."

He could have been awesome at being so awful



SCOTT FESCHUK

President of All Time

The renaissance of John Edwards's extramarital affair is a tragedy—not far from, but for it. It serves as a reminder of what's been lost: namely, the opportunity for Americans to elect the Single Greatest Worst President of All Time.

The vanity of Clinton, the hubris of Nixon, the bludge of Sheen—that's the kind of man personal embodied in John Edwards. He could have been as awesome at being so awful. The signs were all there.

1. The 1400 haircut. In retrospect, it's not just that Edwards received 1600 1400 haircuts. And it's not just that they were from a fancy place Beverly Hills style. And it's not just that Edwards, who is Uncle George's rich, changed those 1400 haircuts into campaigns (Oh, wait—yes it is just all these things.) Point is with Edwards in the Democratic race, we'd be part of the first election in which a candidate's website empowered average voters to contribute to his own second term.

2. "Lying" the poor. Edwards built his presidential campaign around the idea of two Americas and a pledge to speak for the less fortunate. As well as presidential advisors for a change, he was once asked by a reporter why he was a very interesting person. He said with a badge that he was a presidential campaigner. Edwards's response? He took the high-paying job to leave about financial markets and—wait for it—our relationship to poverty. Fancy story: turns out there isn't one.

3. Wife Affair Ever. The biggest mystery machine ever in politics deep-seated that being a best defense that ends in you getting studied by the National Enquirer and accused of infidelity a brand child takes a special talent or an NBA contract. On the bright side, the CNN cleared him of a new project that Edwards has looked up the next station to serve as John May's wingman. (Better back in four years, Ralph Nader.)

Also, Edwards's affair happened before he could get elected. The best we can hope for now is the next publication of *How to Tell the American People About the Extramarital Affair You've Been Having: A How-to Guide*, by John Edwards. It would surely go something like this:

or two without openly scoring the pearls from an elench for hours.

Second, be sure to use a euphemism. I went with "fornication." It sounds really classy, almost diplomatic. "Fornication" means sex that you might have spent sometime in bed discussing world of fun over delicious champagne (and this might actually be true if your wife was a threesome with Hillary Clinton and Martha Stewart). Repetition is to avoid "boredom," "really get words," "want repeatedly on."

Third, make the work work for you by adding it. When I finished my "fornication" (see above), I told America I was doing to become "being 99 percent honest is no longer enough." Technically, I was being more or less honest about having sex with another body, but Amer-



The vanity of Clinton, the hubris of Nixon, the libido of Sheen—Edwards had it all

My fellow American who care to think: been sure to see a woman who's not exactly your wife. No huge. It happens in the best of art.

The first thing you're going to want to do is take the nation. That powerful words no noble reply. Worked on this episode of Mr. Develon's law.

When that doesn't do the job (and it won't), it's time to be straight with the people. Using any word statement and media interview as a guide, here are the few elements of a truly effective public communication.

First, emphasize that the affair was a "serious man in judgment"—one that violated your own "moral beliefs." To really sell it, adopt a humping expression and have your style move a few inches out of place (temporarily). You'll want to follow this up by going a week

normal school system in your hometown.

Fourth, and last, make this one enough to see to remind people that, at the time of the incident, your wife's death was not unexpected. You should remember! Only a handful could would bring a reply, unless women afflicted with cancer. But if the cancer is in remission? That's God's way of saying to a man, "Check out the sick on that campaign ad!"

Finally, be sure to emphasize—i do—do that you will "work with everything [you] have" to regain the trust of your family. Note: you may want to rethink this line if one of the things you now have is gonorrhea. ■

ON THE WEB: To read Feschuk on the future, visit his blog www.mediocrity.com/feschuk

PIERRE SURPRENANT

1956-2008

A fireman born and bred, he got passionate about vintage vehicles after he won a chief's car in a raffle

Pierre Surprenant was born in Montreal on Oct. 3, 1916. He was the only son of Ghislaine, a sales manager, and Henri, a firefighter. Pierre was destined to be a fireman. Even as a youngster he was determined to put out fires, says his stepbrother, Francois Masse. One day when Pierre was about 7, he made a mound of sand for the family, which, by then, included his little sister, Sylvie. When a pile of bread in the toaster caught fire, "He ran to his room to grab his toyfire truck," says Francois. Then, with that toy's bell ringing, he ran all the way back to the kitchen and unplugged the toaster.

In school, Pierre was well liked and sociable, a joker from the start. When he was in the first grade, his teacher once asked him to "take the door" (passage) from the room for a moment of rest, says Masse. But Pierre walked like a fireman. "He said, 'I can't. I don't have a secondhand.'" As a youngster, Pierre liked to watch his father at the Montreal fire department and watch the firefighters in action at fire scenes. Although policemen tried to scare him away, the firefighters let him stand near their routine red trucks.

Pierre's parents divorced when he was about 10, and his father's second marriage brought him two younger stepbrothers, Francois and Sylvie, and a stepmother, Isabelle. In his teens, Pierre liked to drive around Montreal in his green Mustang with his father and stepbrother Francois. They learned to police someone and followed the dispatches to the sites of fires. It was normal for them to say they saw him at a train, chasing blazes, says Masse.

It was no surprise to his family when Pierre joined the Canadian Forces at 18 and began training in a military firefighting. Besides being a very safety conscious and steady—at over six feet, Pierre was "waving at a ball," says close friend and retired Ottawa firefighter Georges Poirier—Pierre's military training made him especially disciplined and gave him an expert knowledge of fire equipment. In his 40s, Pierre moved to the fire department of the Ottawa bus municipal district. In the mid-'90s, he was in charge of ordering equipment for every municipal fire department in Quebec. Though he always loved to talk about firefighting, Pierre rarely spoke about any of his own experiences, says Francois. "He was very humble."

Pierre's love for firefighting was mutual, but his personal life

went through several transitions. In the early '50s, he married his first wife, Jocelyne, and had a son, Dominique. The marriage was short-lived. Pierre had two more sons, Pierre-Marc and Simon, with his second wife, Sylvie—a marriage that also ended in divorce. Pierre went through an especially hard time eight years ago after his stepbrother Stephane died of cancer. He married a third time and gained a stepson, Miguel, who died in a motor vehicle accident about two years ago. Pierre and his third wife became estranged.

Still, a stroke of luck led Pierre to discover a passion that enriched part of his later life. In a 1990s Fire Brigade fundraiser, Pierre won a highly sought 1969 Ford Model T—a fire chief's car in a raffle. "He said, 'You win, wouldn't it like to have an old fire chief's car someday?' and doesn't he win that one?" says Poirier. "It was in the ends." Pierre was inspired to collect three old fire engines and dedicate countless hours to restoring them. He was especially proud of his two Thibault fire trucks because they were made by a family-owned Quebec company. From the nuts to the tires and the screws—every detail he worked on had to be just right. Pierre was also one of the founding board members of the Canadian Fallen Firefighters Foundation. In 2005, at a fire ceremony in Ottawa, he sang the fire bell in honor of all the country's firefighters.

Last year, Pierre retired as fire chief of the Ottawa region, but he didn't leave firefighting. Instead, he began to teach at the fire academy in Montreal, Que., and every Wednesday he met with fellow aficionados to discuss the progress they were making in restoring their antique vehicles. He also moved from Gatineau to the Montreal area to live with his partner, Diane Joly.

On Sat., Aug. 1, Pierre drove his 1960 Thibault fire engine to Spruce, N.Y., with the Model T in tow, to celebrate the 150th anniversary of the Society for the Preservation and Appreciation of Antique Motor Fire Apparatus in America. On the way home that afternoon, near the Opalesburg, Prescott International Bridge, a near fire occurred. A New York State trooper stopped to help. When they extended the truck's ladder to dislodge the weight away from the fire, it touched a high-voltage power line. Both men died instantly, Pierre was 91.

BY KAYE KENNEDY

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